Hardware and Software, Engineered to Work Together
On the following pages, you will find examples of real business results that Oracle customers of all size, industries, and across the world continue to achieve with Oracle Managed Cloud Services, part of Oracle’s broad portfolio of cloud solutions, and representative of the private application and technology cloud services for Fusion, E-Business Suite, PeopleSoft, Siebel, JD-Edwards, Exadata and Oracle Engineered systems, and many other Oracle solutions.

While the business drivers for moving IT to the cloud can often vary from having lower, more predictable costs to gaining a competitive advantage in the marketplace through greater business agility and faster innovation, organizations have been leveraging the power of Oracle’s software and technology in the cloud for over a decade.

Oracle Managed Cloud Services provide customers complete choice and flexibility when it comes to their cloud strategy, delivering enterprise-grade, end-to-end managed cloud services across Oracle’s broad portfolio of business applications, middleware, database, and hardware technologies. These privately managed cloud services easily co-exist with Oracle’s public cloud services in Oracle Cloud for an integrated cloud experience that’s tailored to each of our customer’s unique industry and company requirements. Whether you are looking to upgrade your existing Oracle Applications, adopting new capabilities, or just new to Oracle – Oracle Managed Cloud Services can help your organization realize more value, with Oracle managing Oracle for you.

We hope you enjoy reading about our customers’ success as much as we enjoy being their key technology partner. If you would like one of our Oracle experts to work with you to determine if Oracle Managed Cloud Services could increase your success, please contact us at 866-264-5909 or visit us at www.oracle.com/managedcloudservices.

Thank you for your consideration.

Steve McMillan, SVP Oracle Managed Cloud Services
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### Managed Cloud Services E-Business Suite Release 12 customers

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CUSTOMER SUCCESS STORIES
Arcor SAIC Uses the Cloud to Unify and Improve Availability of Core Business Applications and Optimize IT Team Resources

“With Oracle Managed Cloud Services administrating our IT platform for the Arcor group in Argentina, we’ve gained in performance, flexibility, and reliability for our systems and business processes. The challenge that lies before us is to take this model to the other countries where we operate to strengthen our overall IT strategy.”

— Oscar Botto, Chief Information Officer, Arcor SAIC

Arcor SAIC, a leading food manufacturing company in Argentina, is a leading global producer of sweets and the main exporter of candy from Argentina, Brazil, Chile, and Peru. Arcor has 39 production facilities (29 in Argentina, 5 in Brazil, 3 in Chile, 1 in Mexico and 1 in Peru). It specializes in manufacturing candy, cookies, chocolates, ice cream, and food products, including Arcor, La Campagnola, and Topline brands. In 2004, through its participation in Bagley Latinoamerica S.A., the company formed with the Danone Group in manufacturing cookies, alfajors, and cereals for Latin America, becoming one of the leading companies in the region. Grupo Arcor has a production volume of three million kilograms per day and sells its broad product line in 120 countries across the world.

In 2009, Arcor looked to transform its IT platform to integrate systems and business processes—from sales to production planning—across the various countries in which it operates. “We began an initiative, called Antares, which called for a review of the company’s commercial, industrial, administrative, and logistic processes. The required changes went far deeper than a system migration and would have an impact on all operations at a global level,” said Oscar Botto, CIO, Arcor.

The company looked to standardize and streamline processes as well as to expand visibility across its various operating groups. Arcor moved from a classic IT model, one with applications that were complex to administer, to uploading applications and technologies into Oracle’s private cloud, administrated by Oracle Managed Cloud Services to the reduce total cost of ownership and create a reliable and scalable IT infrastructure. It began in Argentina—which represents 60% of the group’s business. With Arcor’s software residing in a single Oracle data center, Arcor could optimize configuration, performance, availability, and ensure timely management and maintenance of its critical business systems.

Moving Beyond Finances

Although Arcor initially selected JD Edwards EnterpriseOne Managed Cloud Service to standardize administrative and financial processes across the group, the environment extends much further today. “We integrated solutions including Oracle’s Demantra demand planning and Oracle’s Siebel customer relationship management solutions to better serve the business,” Botto said. Arcor now stores all of the group’s business information, including sales, purchasing, and product information, on Oracle Database, Enterprise Edition Managed Cloud Service. It also benefits from a service level agreement for availability and issue resolution.

Additionally, Arcor chose Demantra Demand Management Managed Cloud Service and Demantra Predictive Trade Planning Managed Cloud Service to support product demand forecasting.
Building strong relationships with customers and suppliers is also a priority for Arcor, as how it manages data even determines how products are priced, down to the gram, based on production costs. The company uses Siebel Sales and Siebel Quote and Order Capture Managed Cloud Service to centrally manage client and product master data, order management, and product return processes.

The credit management workflow cycle for new clients—including distributors, supermarkets, and wholesalers—flows smoothly, from registration, to determining which products the client can purchase with manager approval. “Before the Siebel deployment, the technologies used were not scalable, and we ran the risk that important data, such as customer credit data, would be missing, as we could not integrate information from different countries,” Fontana said.

In addition, Arcor selected Oracle Hyperion Planning for its financial planning. “With JD Edwards, we can determine factory profitability. Using Oracle Hyperion Planning, we took the financial data produced by JD Edwards and examined profitability, product-by-product. There is greater detail and precision, which enables us to make informed decisions about markets, products, and which factories we should use for manufacture. Today, our discussions are based on market data. We used to get our information from spreadsheets, but this data wasn’t integrated. Today, for example, we all see the same marketing and logistics information, which is key for mass-consumption companies, such as Arcor,” Botto said.

Better Management, Greater Efficiency

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In addition, Arcor deployed a service-oriented architecture (SOA) using Oracle SOA Suite to integrate the solutions from Oracle and other providers, simplifying IT infrastructure administration.

Challenges

- Redefine, simplify, and integrate the group’s industrial, administrative, and commercial processes, within a standard resource planning platform for all business units, to increase productivity and implement best practices
• Deploy productive and administrative processes— including purchase of raw materials for food production, inventory management and fixed asset control— using managed cloud services to gain process efficiency and simplify administration of the IT infrastructure

Solutions

• Selected Oracle Managed Cloud Services to manage Arcor’s private cloud and integrate global processes in a reliable and unified platform

• Standardized financial, commercial, and logistics administration within JD Edwards EnterpriseOne 9.0, which has more than 4,500 users and manages over 164 million daily transactions across 29 food production facilities and executive offices in the country— improving operational efficiency

• Implemented Oracle SOA Suite to integrate Arcor systems with those of other entities, including the Federal Administration of Public Revenue, the Revenue Agency of Buenos Aires province Companhia Colabora Internacional (shipping control), various banking, and foreign trade brokers—complying with company’s tax obligations and improving visibility into shipments, stock in transit, and export destinations

• Used Siebel Quote and Order Capture and Siebel Sales for product master data administration—from product conception to sales—and for client administration, from presentation to registration—replacing several spreadsheets and achieving a unified workflow

• Integrated demand planning, distribution, production, and supply processes, using Demantra Demand Management—gaining visibility and greater insight into performance for improved decision-making

Why Oracle

“We selected Oracle Managed Cloud Services because we understand that the company that develops the software and solutions knows them best and, therefore, can provide the best service,” Botto said. “We have reinvested the time and resources previously spent managing software and hardware into value-added initiatives.”

Implementation Process

Arcor SAIC began its enterprise, IT initiative in 2009, implementing JD Edwards EnterpriseOne 9.0 in Argentina, administrated by Oracle Managed Cloud Services in a private cloud in Oracle’s data center in Austin, Texas. This approach aligned with the standardized global business process model that the company established in its Antares Program. Between 2010 and 2012, Arcor expanded its relationship with Oracle Managed Cloud Services to include Demantra, Siebel, and Hyperion solutions.

To integrate solutions from Oracle and other IT providers, including a third-party electronic invoicing system, Arcor deployed a services-oriented architecture using Oracle SOA Suite.
The company is now expanding its private cloud for Argentina to branches in Uruguay, Paraguay, Bolivia, Mexico, the United States, and Colombia.

Advice from Arcor SAIC

- Expand ability to focus on core business needs by outsourcing IT infrastructure to the cloud, which ensures the scalability required for growth
- Integrate critical applications to support business processes and eliminate information silos
- Standardize processes following industry best practices
- Engage the participation of key people in each process, to leverage their functional knowledge and organizational representation
Bellevue University Implements Managed Cloud Services to Improve Educational and Back-End System Functionality While Reducing Costs

“Oracle Managed Cloud Services is the best fit for our educational goals—it provides the combination of features and functionality we need to meet current and future student needs, while also reducing long-term costs.”
— Ed Jarecki, Assistant Vice President, Enterprise IT Application Services, Project Management Office, and Technical Service Desk, Bellevue University

Bellevue University (Bellevue), a private, nonprofit university located in Bellevue, Nebraska, which opened in 1966, focuses on providing adult education and educational outreach. It serves more than 16,000 students, annually, at a total of nine locations in three states. It also offers an established online learning program. The university is one of the leading national voices in corporate learning, and its goal is to provide people of all backgrounds with access to affordable, high-quality education. Bellevue University partners with global organizations to help them achieve their learning objectives with impactful programs.

To help increase educational opportunities, especially for those pursuing remote classes and corporate training and certifications, Bellevue University was looking to update its back-office, IT infrastructure. The university wanted to improve connectivity between systems to eliminate technology silos, while expanding financial aid, customer relationship management, and enterprise resource planning capabilities. The university also wanted to implement a flexible solution that would enable it to further enhance future functionality, while adhering to government regulations.

Bellevue University selected Oracle Managed Cloud Services for its PeopleSoft, Oracle Business Intelligence, and Oracle Database solutions to gain an enterprise-grade, integrated, end-to-end managed cloud service solution to better meet current and potential student needs. The platform also enables the university to reduce technology maintenance costs and free personnel resources to focus on more strategic business needs, as well as to simplify patching processes to more easily comply with state and federal regulations.

In addition, by utilizing Oracle’s PeopleSoft Portal, Bellevue University was able to provide its staff with unified access to PeopleSoft and other third-party, legacy educational support systems. The streamlined solution enabled Bellevue University to sustain a large portfolio of systems—including financial management and business intelligence applications—with exceptional uptime, security, stability, interoperability, and infrastructure and software management and support. The managed cloud services platform also enabled the university to automate 80% of its financial aid process, which reduced the award schedule from up to 17 weeks to less than two days.
BT Consolidates Global Business onto Single Financial Platform and Achieves 99.9% Availability with Hosted Model

“By consolidating many disparate systems and standardizing onto a single financial management platform, hosted by Oracle On Demand, we have greatly improved transparency, efficiency, and control throughout our non-U.K. business operations.”

— Mark Wade, Customer Experience Director, Finance, BT ID Customer Experience Team

BT is one of the world’s leading providers of communications solutions and services, with operations in 170 countries. It provides fixed-line, broadband, mobile, and networked IT services as well as TV products and services.

BT has been a communications service provider for more than 100 years. In recent decades, BT’s IT infrastructure grew significantly to include 17,000 databases and 30,000 servers. Managing an environment of this size and complexity is a significant challenge, and BT needed to streamline, consolidate, and simplify operations to transform its business.

BT initiated a project to migrate its non-U.K. business data from a mixture of disparate spreadsheets, various accounting platforms and software, and legacy Oracle systems onto a single instance of Oracle E-Business Suite. BT selected Oracle On Demand to host its financial modules at Oracle’s Texas data center to meet its goals of streamlined operations and IT management across the global organization. BT has approximately 400 legal reporting entities and, to date, it has migrated 146 of these groups onto the new global financial platform. It eliminated customization while still allowing localization to accommodate a vast number of different legal and statutory requirements.

With a single instance of Oracle Financials hosted by Oracle On Demand, BT reduced costs and gained centralized support, while improving resilience, reliability, visibility, and transparency. The financial consolidation project is a key feature of BT’s global transformation process and is critical to enabling future business growth.

Challenges

• Streamline, consolidate and simplify complex IT infrastructure as part of a wider transformation process to improve efficiency and drive business growth across global communications markets

• Streamline accounting processes to close month-end books faster, elevate administrative efficiency, and improve reporting accuracy across consolidated accounts

• Implement procurement best practices for all purchasing across the organization with the help of Oracle Financials, to standardize processes, eliminate localizations, take advantage of global contracts, and achieve best prices on a much larger scale

• Implement a flexible financial management architecture and cost model that will grow with business requirements as BT expands into new geographical markets and takes new communications services into existing markets
Solutions

- Consolidated a range of accounting systems onto a single instance of Oracle E-Business Suite hosted by Oracle On Demand to improve efficiency and availability while streamlining IT infrastructure and management.

- Eliminated customizations within the financial management system while maintaining necessary localizations, greatly reducing complexity while increasing supportability.

- Enabled financial experts to focus on commercially beneficial tasks, such as pricing and bids to help grow and develop the business by delivering a wider range of communications services to global markets, rather than spending time on financial administration tasks.

- Completed implementation of the global finance platform in Latin America, consolidating 46 legal entities across 22 countries including Brazil and Argentina, while creating a centralized shared service center.

- Merged two accounting systems in Latin America, following BT’s acquisition of Latin American communications organization ComSat International.

- Processed thousands of transactions per month with Oracle General Ledger, spanning more than 100 currencies across 146 accounting entities.

- Saved significant time gathering data from countries to produce consolidated accounting reports with all ledgers feeding directly and automatically into one instance of Oracle General Ledger.

- Introduced global process owners for accounting procedures to act as a single point of contact for any queries relating to each accounting process carried out by 11,500 Oracle Financials users across the world.

- Improved business decision-making with greater visibility and transparency of financial information.

- Improved control over procurement processes with Oracle iProcurement, centrally managing suppliers and spend, enabling global control of purchasing, and saving hundreds of thousands of dollars each year by consolidating expenses with vendors and taking advantage of volume discounts.

- Eliminated the need for localized IT support by drawing on a central pool of knowledge at Oracle, reducing maintenance and support costs.

Why Oracle

“Business transformation is always a challenge, but with Oracle, we don’t have to worry about the systems themselves,” said Mark Wade, customer experience director, finance, BT ID customer experience team. “Oracle is our preferred partner, and Oracle On Demand offered the perfect solution for us, giving us the flexibility to scale up in the future. We have no worries whatsoever about maintenance, as Oracle On Demand has never let us down; it has always been extremely resilient and reliable.”
“Oracle has a can-do attitude and works with us to overcome any problems we may have. When we have a Priority 1 issue logged with Oracle, we can be confident that there is someone working on the problem 24/7, around the globe. Oracle provides assurance and dedication to fix any problems. I cannot say that about other vendors within the industry.”
Carlson Cuts Planned Downtime by 50% While Improving Enterprise Application Performance by Up to 50%

“Oracle Managed Cloud Services has delivered exceptional value to Carlson. We completed our first migration a month ahead of schedule and cut planned downtime in half, while improving application performance upwards of 50% for some systems.”
— Brian Kraft, Director, Financial and Human Resource Systems, Carlson

Carlson is a family-owned hospitality and travel enterprise and one of the largest private companies in the world. It operates some of the industry’s most recognizable brands, including Radisson, Park Plaza, T.G.I. Fridays, and Carlson Wagonlit Travel. With more than 1,300 hotels in 100 countries and territories and 920 restaurants in 59 countries, Carlson is a world leader in the hospitality and travel industry.

Challenges

• Ensure a highly available, stable, and cost-effective IT infrastructure to support hotels, restaurants, and the company’s business-travel and events-management business
• Migrate enterprise resource planning and enterprise performance management applications to a new cloud-services provider quickly and seamlessly to avoid business interruption
• Optimize the company’s Oracle investment with best practices and 24/7 support

Solutions

• Migrated Oracle Hyperion, Oracle’s PeopleSoft, and Oracle E-Business Suite applications to Oracle Managed Cloud Services, ensuring high availability, stability, and 24/7 service and support for the global travel and hotel company’s core business systems
• Reduced planned downtime for applications by 50% and accelerated performance of some transactions by up to 50%
• Migrated the company’s Oracle Hyperion and Oracle E-Business Suite applications to Oracle Managed Cloud Services in just five months, one month ahead of schedule and two months before the company’s contract with its legacy provider expired
• Cut hosted-service costs for the company’s Oracle Hyperion and Oracle E-Business Suite applications by 50% with the move to Oracle Managed Cloud Services and migration to Oracle Linux while improving availability of some applications by approximately 70%
• Ensured continuity of financial management applications, which also support billing for the business travel and event group
• Migrated PeopleSoft applications to Oracle Managed Cloud Services and upgraded to version 9.1 in just nine months
• Maximized value of Carlson’s Oracle investment with immediate access to Oracle experts that manage its entire technology stack, based on proven configurations and best practices
• Benefitted from the commitment of a dedicated service delivery manager, ensuring faster issue resolution with extensive knowledge of Carlson’s environment
Why Oracle

Carlson looked to migrate its enterprise applications from its legacy, hosted-services provider to improve application performance and reduce costs. The company selected Oracle Managed Cloud Services after careful consideration.

“Oracle Managed Cloud Services delivered a compelling value proposition with top-to-bottom management of the entire Oracle stack. Oracle knows its solutions best, and we saw a more direct path to issue resolution as well as more in-depth knowledge,” said Brian Kraft, director, financial and human resource systems, Carlson. “We were very pleased with our initial migration and looked to Oracle when we were ready to move and upgrade our PeopleSoft applications. We have been very pleased with the value and expertise that Oracle Managed Cloud Services delivers.”

Implementation Process

“Oracle’s expertise, commitment, and flexibility enabled us to migrate Oracle E-Business Suite and Oracle Hyperion to Oracle Managed Cloud Services in just five months, and our PeopleSoft applications, including an upgrade to 9.1, in just nine months,” Kraft said. “Oracle Managed Cloud Services provided exceptional value at every stage of the process.”
Colas, Inc. Ensures Highly Scalable Environment with Cloud-based Enterprise Applications and Expects to Save 15% Over Cost of On-Premise Deployment

“With Oracle Managed Cloud Services, we’ve gained a highly-performing enterprise resource planning (ERP) environment with predicable costs. We’ve also avoided the need for additional staff and capital investment and have benefited significantly from Oracle managing Oracle. With Oracle’s expertise, we’re becoming a better, stronger, IT organization.”

— Maxime Montreuil, IT Director, Colas, Inc.

Colas, Inc., the US division of global, road-construction leader Colas, S.A., specializes in constructing and paving roads, highways, and airport runways for public and private sector organizations in 43 states. The company has end-to-end capabilities, from quarry operations, to ready-mix concrete manufacturing, to paving operations.

Colas was expanding rapidly, operating eight distinct divisions that spanned nearly every state. To manage its increasingly complex operations, the company relied on an aging set of business applications, developed specifically for the paving industry. Its applications, however, were highly customized and reaching their scalability limits. To support continued growth and reduce IT complexity, Colas began a search for a robust and highly scalable solution that would meet the construction company’s needs with minimal customization.

Colas selected Oracle’s JD Edwards EnterpriseOne applications and hosted them through Oracle Managed Cloud Services. Today, the company is standardizing business processes across the organization. It has created a single source of data for financial, procurement, manufacturing, inventory, project, human resources, and asset management to extend visibility and streamline processes, including financial close and environmental reporting.

With Oracle Managed Cloud Services, Colas gained a highly reliable and cost-effective enterprise application environment. It also avoided additional investments in hardware and infrastructure, as well as the need to expand its in-house IT team. Further, the company ensured 24/7 IT support from a team of skilled Oracle professionals-benefitting from Oracle managing Oracle technology and applications.

Colas has deployed the solution to six of its eight operating groups and continues the rollout.

Challenges

• Create a modern, integrated enterprise resource planning (ERP) environment that enables the company to improve visibility and efficiency for its eight operating divisions that span quarry operations, ready-mix manufacturing, road construction, administration, and more

• Provide a way to simplify reporting by standardizing processes and storage, while remaining in-line with the company’s decentralized approach, reducing tasks that could take up to one month to complete

• Ensure effective and cost-efficient ERP environment management, including disaster recovery, for high performance and predictable costs

• Optimize internal IT resources and budgets as the paving sector’s competition increases
Solutions

- Deployed Oracle’s JD Edwards EnterpriseOne On Demand applications hosted through Oracle Managed Cloud Services and created a scalable and integrated ERP platform that enables the company to standardize processes across its eight operating divisions, and improve operating efficiency as well as financial visibility

- Projected that a managed cloud services deployment would cut JD Edwards EnterpriseOne cost of ownership by 15% over five years, versus an on-premise implementation

- Enabled the company to deploy its JD Edwards EnterpriseOne environment without additional hardware investment

- Eliminated the need to hire additional specialized staff to manage the new environment, including database administrators that can be difficult to find and costly to acquire and retain

- Improved internal IT processes with Oracle Managed Cloud Services’ best practice methodology and ensured high availability of the company’s enterprise applications, including disaster recovery

- Enabled the company to keep IT costs predictable and affordable while benefitting from world-class Oracle support and expertise

- Freed internal IT resources to focus on other priorities across the vertically-integrated, road-construction firm

- Created a single source of financial, procurement, manufacturing, inventory, project management, human resources, and asset management data to enable enterprise visibility and facilitate reporting

- Enabled teams to enter timesheet data once and flow it automatically into time and labor as well as payroll applications, streamlining the process and reducing the chance for errors

- Gained a robust solution, with significant functionality for the construction and manufacturing sectors, that Colas implemented with few customizations to reduce IT complexity

- Accelerated the creation of environmental and worksite reports-some of which require data from up to 350 sites-from months to just days

- Improved data and reporting accuracy by eliminating the need to rekey data from spreadsheets into various systems

- Reduced a largely manual and spreadsheet-based reporting rollup process, accelerating consolidation from a one-month timeframe to just several days

- Improved ability to load balance and manage manufacturing and construction assets, which is critical to optimizing output and avoiding paving project delays
When Colas began to consider a cloud-based solution, it evaluated leading providers. The company selected Oracle Managed Cloud Services for several important reasons, including its cost-effectiveness and strong references.

“The overriding reason that we chose Oracle Managed Cloud Services is that there is no one better to manage JD Edwards EnterpriseOne on Oracle Red Stack than Oracle,” said Maxime Montreuil, IT Director, Colas. “It removed the middleman and put the applications in the hands of the company that developed them and knows them best.”

Implementation Process

Colas began to deploy the system on its own premises before migrating to Oracle Managed Cloud Services. It went live in Oracle’s cloud environment in November 2011, with two operating divisions. Today, it has rolled out the solution to six of its eight operating companies, and the migration continues for the last two groups.
Dairy Crest Group plc Doubles E-Commerce Business While Building Foundation for Growth, Reducing Risk, and Lowering Total Cost of Ownership

“Oracle On Demand has streamlined our back-end systems to provide a solid foundation for continued growth. We doubled our e-commerce business, improved our time to market, and eliminated all the system problems that were inhibiting our business.”

— Harminder Verdding, Head of Technology Services, Dairy Crest Group plc

Dairy Crest Group plc, a leading chilled-dairy food company, manufactures a range of everyday dairy brands. Its food services division sells dairy products to retail stores, catering outlets, and food manufacturers. In addition, Dairy Crest’s doorstep delivery service delivers fresh milk and a wide range of other products to approximately 1 million residential and business customers throughout England and Wales.

The company’s existing IT infrastructure had reached capacity with stability and performance issues caused by customized code and inability to scale with customer growth. As a result, Dairy Crest was struggling to cope with its existing business demands and conflicting needs for capacity across the different business units, such as manufacturing and e-commerce. This was especially problematic at peak periods, such as at each month’s end, when activities had to be carefully scheduled and any additional demands avoided. In particular, the current system was unable to support a sudden influx of new e-commerce customers. As a result, demand stimulation through broadcast media was not possible. On top of that, its disaster recovery was unreliable. These challenges restricted Dairy Crest’s ability to stay competitive, particularly in improving manufacturing and developing its e-commerce strategy.

Challenges

- Establish a flexible and robust back-office IT infrastructure to effectively handle existing and future business demands, especially during peak periods, to support continued growth, in particular in its e-commerce business
- Expand existing Oracle investment, which was the major source of Dairy Crest’s decisional systems, a repository of all its financial data, and its principal source for business intelligence to optimize its supply chain
- Optimize product manufacturing through food services deliveries to retail stores, catering outlets, food manufacturers, businesses, and consumers
- Develop and expand its milk&more e-commerce offering to gain new consumer customers, drive online sales, and grow the online business, as previously this system, although successful, could not be expanded
- Stimulate e-commerce customer demand with a broadcast advertising campaign, something not previously possible because the system could not support a sudden influx of new customers
Solutions

- Moved Dairy Crest’s business-critical Oracle E-Business Suite applications to Oracle On Demand, including its solution for managing dairy product orders for its food services businesses, and its back-office systems, to provide a solid and reliable foundation for business growth with improved IT cost predictability and lower total cost of ownership

- Expanded investment in existing applications to optimize its financial management and manufacturing processes by using Oracle E-Business Suite functionality that had previously not be accessible due to capacity issues

- Optimized core ERP and supply chain management processes—due to improved system capacity—to support process manufacturing, manufacturing scheduling, formulation, and production processing

- Implemented a broadcast advertising campaign across major UK TV channels, which, through the increased capacity and stability provided by Oracle On Demand, was able to cope with a sudden influx in user demand

- Doubled capacity of its e-commerce service milk&more, receiving two awards from the prestigious Online Retail Awards 2011 after optimizing the offering with Oracle iStore.

- Consolidated its financial systems to improve efficiency, including improving its accounts payable systems to eliminate the need to manually rekey supplier invoices

- Optimized Oracle Procure-to-Pay, which is part of Oracle’s E-Business Suite Financials, to facilitate advance approval of goods and purchased services

- Improved a pricing solutions application by offering the ability to grow and adapt quickly

Why Oracle

Dairy Crest evaluated a number of options, including extending its existing hardware and third-party managed service. Dairy Crest chose Oracle because it provided a single point of accountability, with all systems and critical business processes monitored by Oracle, 24/7, ultimately reducing risk. Finally, no other provider could compete with Oracle’s proven expertise.

“No one knows Oracle better than Oracle. Having an end-to-end service was crucial to us, and we needed a supplier with the skills and expertise to support both our system and our strategic goals. Oracle’s in-depth knowledge has been a huge advantage to us.

“Oracle worked closely with us in the planning and implementation phases to ensure everything was tailored to our needs to deliver maximum value. Moreover, as we have moved forward, Oracle has consistently gone the extra mile in adapting the solution to Dairy Crest’s desires and requirements,” said Harminder Verdding, head of technology services, Dairy Crest Group plc.
“Since we completed the transition, business confidence in our technology services and in Oracle has increased phenomenally. Previously, we received many complaints each month, especially about performance, and IT limitations were always cited as the reason that business strategies could not be implemented. Now, the silence itself speaks volumes,” Harminder said.

Implementation Process

Dairy Crest’s migration was highly complex, as the system was enormous—including 600 gigabytes of change data, a 1.4 terabyte production database, 320,000 batch jobs, 5 million go-live order lines per month, and more than 200 custom applications and a large number of third-party interfaces. There were also 950 professional users, 300 self-service users, 400 concurrent users, and 980 concurrent Oracle iStore users.

Crucially, Dairy Crest’s down-time cutover window could not exceed 10 hours, with a recovery point objective of 30 minutes, and recovery time objective of within four hours. Dairy Crest performed the cutover within 10 hours, as planned, with minimal issues reported following go live.

Overall, Dairy Crest’s migration to Oracle was very rapid, and accomplished within six months. Change management and governance models ensured Dairy Crest’s transition was smooth.

Going forward, Oracle will continue to provide the service improvement plan and work with Dairy Crest to deliver on it.
Fox Head, Inc. Increase Motocross Apparel Sales by 50% in Three Years Using Cloud-Based Web Commerce

“With online shopping becoming more and more popular among consumers, we needed a scalable e-commerce system to support an enterprise-level website. Oracle ATG Web Commerce Managed Cloud Service provides us with an efficient platform to meet our current and anticipated online requirements.”
— John Hazen, Vice President, Global E-Commerce, Fox Head, Inc.

In 1974, Geoff Fox, a PhD who taught physics at the University of Santa Clara, launched Moto-X Fox, a tiny distribution business for European motocross parts and accessories. Within two years, Moto-X Fox was manufacturing high-performance suspension and engine components for racers looking for an on-track advantage. In the spring of 1977, Geoff Fox created his own privately-owned professional motocross team, Team Moto-X Fox. During the highly-competitive AMA 125cc National Championship series, Team Moto-X Fox riders wore bright red, yellow, and orange race outfits. Handmade by Fox, the clothing became an instant hit, and over the course of the next few years Fox Head, Inc. was completely reorganized to become a major player in the US motocross apparel industry.

Today, Fox remains a family-owned and operated business, with the second generation working full time at the company. During the last three decades, Fox Racing has become an international leader in the youth lifestyle clothing market with its famous Fox Head logo seen worldwide. Constant research, development, and fine-tuning goes into Fox race apparel and performance gear. Through the guidance and feedback of Fox’s championship-winning athletes, the company continues to lead the charge by utilizing the best technology and design talent available to enhance and optimize the quality, comfort, and performance of its products.

Challenges

• Create a more secure and high-performance environment to support all e-commerce operations and ensure data accuracy and integrity for online motocross apparel sales
• Implement a solution that easily scales and is highly flexible to accommodate future growth in online orders as data volumes and data transfer requirements continually increase

Solutions

• Helped Fox Head to manage merchandising for approximately 3,500 new styles per year—ultimately enabling the company to better market to its customers and increase web store sales by 50% in three years
• Used Oracle ATG Web Commerce Merchandising Managed Cloud Service to execute compelling storytelling around products, athletes, and motocross to inspire customers to spend full price—reducing the number of promotions and increasing the average price per unit by 40%
• Transformed the customer experience across all channels by providing customers with faster e-commerce site browsing, easier navigation, and better information flow—improving customer loyalty
In 2008, after experiencing an unsuccessful third-party, e-commerce platform implementation, Fox Head sought a best-of-breed replacement. Oracle ATG Web Commerce solutions were well-suited for a midmarket company like Fox Head while providing the scalability needed for continued growth.

Additionally, Fox Head found Oracle Managed Cloud Services appealing because it provides a dedicated team of people to mitigate any issues.

“Oracle Managed Cloud Services provides us with impeccable service and knowledge transfer,” said John Hazen, vice president, Global E-Commerce, Fox Head, Inc.

Why Oracle

- Eliminated hardware-related service interruptions by deploying Oracle ATG Web Commerce solutions using Oracle Managed Cloud Services—enabling Fox Head to maintain 100% availability on Cyber Monday, the company’s busiest shopping day of the year
- Helped Fox Head achieve a high level of flexibility and scalability to support sustainable growth in online orders, with data requirements and site availability becoming more critical as profits and customers increase
- Enabled Fox Head to comply with industry standards, such as those from the PCI Security Standards Council
- Freed IT professionals from spending significant time monitoring hardware performance issues, enabling them to dedicate more time to the company’s strategic initiatives
GP Investments Achieves Growth and a Scalable IT Infrastructure with Cloud Computing Management Solution

“Oracle E-Business Suite On Demand provides us with high availability and access to Oracle specialists to ensure the stability of our critical applications environment.”
— Edison Yamamura, IT Manager, GP Investments

GP Investments is one of Latin America’s leading private equity firms. Since its inception in 1993, it has attracted more than US$5 billion from international investors through its five private equity funds, technology sector fund, and co-investment funds. The firm made its initial public offering (IPO) in 2006 and became the first private equity company to be listed on a Latin American stock exchange.

To enhance business process management, GP Investments replaced its aging financial management system—which used several worksheets and lacked control—with Oracle E-Business Suite On Demand delivered via Oracle Managed Cloud Services. The implementation enabled the company to consolidate financial information with a single application, resulting in greater balance sheet accuracy—which is essential to the company’s credibility, as it is listed on the stock exchange and subject to periodic audits. The system provides a stable and secure environment, which is critical to managing client business and financial data.

Oracle Managed Cloud Services ensures direct access to the Oracle product as well as the specialists who maintain the applications, enabling GP Investments to avoid investments in infrastructure and hiring professionals. The company now schedules system downtime during non-business hours, which does not impact users or critical processes, such as monthly or quarterly account closing.

Challenges
• Create an efficient, highly available, secure, and scalable financial management environment without the need for significant infrastructure and management investment
• Free IT team members from maintaining the company’s financial management systems, allowing them to focus efforts on strategic initiatives, such as supporting the finance department to obtain financial reports and consolidate balance sheets
• Expand insight into the company’s financial position to improve decision making
• Ensure critical application availability, especially during monthly and quarterly accounting closing—when the company consolidates the balance sheets of the 50 companies in which it participates and reports results to investors and regulatory entities

Solutions
• Simplified the consolidation process of customers’ financial data with Oracle E-Business Suite On Demand via Oracle Managed Cloud Services, which is important to provide investment and stock market consulting services
• Achieved essentially 100% availability, eliminating unscheduled downtime in the financial management environment
• Freed the IT team from tasks related to hardware and software management, allowing them to focus on business-oriented activities and projects, such as supporting the financial department in the balance sheet consolidation of the 50 companies in which GP Investments participates

• Reduced IT costs by outsourcing activities such as support, administration, and capacity maintenance, enabling GP Investments to invest in areas more directly related to its business

• Guaranteed high performance for financial management systems, which need to be available during financial closing periods to ensure accurate reporting to investors and regulatory entities

• Ensured that the company can carry out critical processes such as monthly and quarterly accounting closing without interruptions for maintenance and without impacting users or transactions, since Oracle Managed Cloud Services allows the company to schedule system downtime during non-business hours

• Replaced an inconsistent manual information-entry legacy system and benefited from Oracle E-Business Suite Financials capabilities to identify inconsistencies, reducing accounting and financial errors that could harm the company’s credibility

• Increased balance sheet accuracy for the 50 companies in which GP Investments participates, enabling it to carry out monthly and quarterly accounting closing and generate financial statements more reliably

Why Oracle

"Oracle Managed Cloud Services enabled us to maintain our technology investment level, ensuring high quality for our services to internal users. We also chose Oracle E-Business Suite because it is a safe tool that is recognized in Brazil and abroad, enabling us to increase our business through more precise data management," said Edison Yamamura, IT manager, GP Investments.
Greenball Corp. Cuts Order Processing From Days to Hours, Optimizes Enterprise Application Availability and Value with Managed Cloud Services

“Oracle Managed Cloud Services has delivered immeasurable benefits to our organization since 2003. It allows us to get the most from our Oracle E-Business Suite Release 12 investment while freeing our IT team for other strategic priorities.”
— Cindy Shieh, Information Systems Manager, Greenball Corp.

Greenball Corp. develops, manufactures, and imports quality tires. From humble beginnings in a 2,300 square-foot warehouse with three employees, Greenball now has distribution centers in California, Indiana, Florida, and Tennessee. The company selects vendors carefully to ensure that its domestic and imported tires meet high standards and market needs. Dedicated to ongoing research and development, Greenball is an industry leader in new and innovative tire designs. Its private brands include TOW-MASTER, KANATI, and DIRT DEVIL.

Challenges

- Ensure a highly scalable and available enterprise application infrastructure to support the operational efficiency required across the price-sensitive, tire-distribution sector
- Continue to expand support, update, and expertly manage the company’s expansive enterprise resource planning (ERP) footprint with a small, internal IT team
- Adopt a first-in-first-out (FIFO) warehouse management system to optimize inventory turnover
- Establish a robust and cost-effective e-commerce presence to drive additional sales, improve customer convenience, and reduce operational costs
- Cut supply chain costs while ensuring high quality materials
- Meet the quality, fiscal, and operational standards set by big-box retailers to expand market share

Solutions

- Upgraded to Oracle E-Business Suite Release 12 Managed Cloud Service and gained a fully supported and expertly managed ERP infrastructure that can scale with the rapidly growing company
- Created a FIFO inventory system and improved ability to control and turn stock to reduce losses related to aging inventory, since many large retailers will not accept older items
- Eliminated the need for a third-party electronic data interchange (EDI) partner, thanks to Oracle SOA Suite for Oracle Middleware Managed Cloud Service, avoiding significant costs, especially as the company expands its business with national retail chains, such as Costco and Sam’s Club, which require EDI capabilities
- Automated tire order processing, invoicing, and payment receipt—accelerating processes and significantly reducing paper use, direct costs, and time and effort associated with invoice matching
• Cut order processing time from one-to-two-days to just a few hours, improving customer service and ability to support growing volumes

• Deployed Oracle Landed Cost Management Managed Cloud Service and expanded financial visibility into extended supply chain costs, including transportation and handling fees, duties on imported tire products, and taxes to improve margins and competitiveness

• Created a foundation for an expanded e-commerce presence with Oracle iStore

• Ensured 24/7 system availability and support with Oracle Managed Cloud Services, allowing the company to maintain global operations, including a Taiwan-based purchasing team

• Benefitted from timely and efficient patching and updates as well as expert IT management, freeing Greenball’s small IT team to focus on other strategic priorities

Why Oracle

“We have a small IT staff, so we must work very efficiently and optimize our resources. Oracle Managed Cloud Services is critical to our ability to run and optimize our Oracle E-Business Suite environment. It ensures extremely high availability, timely patches and maintenance, industry-leading 24/7 support, and world-class system backup and recovery,” said Cindy Shieh, information systems manager, Greenball Corp.
Grupo Fármacos Especializados SA de CV
Consolidates Enterprise Data for Optimal Reporting, and Decision-Making

“Oracle Exadata Database Machine Managed Cloud Service combined with Oracle Business Intelligence Suite gives managers on-demand access to reliable sales, invoicing, inventory data, and client portfolios—providing decision-making and operational efficiency improvements across the organization.”
— Agustín Lomelí, Business Intelligence Director, Grupo Fármacos Especializados SA de CV

Grupo Fármacos Especializados is a group of companies that specializes in various healthcare-related services and products. The group started as a single pharmacy in Queretaro, Mexico City, grew to a chain of pharmacies, and later expanded to include wholesale distribution of pharmaceuticals and healthcare products to public and private sector organizations.

Grupo Fármacos has four business units: Grupo Fármacos Especializados SA, which delivers specialty medicines to the public health sector; Fármacos Nacionales SA, which distributes medicine products to private sector organizations, including pharmacies and retail chains; Medical Selections, which provides integral medical services, including medical equipment, technical service, healing material and health care; and a chain of 85 pharmacies that offer highly specialized products, including chemotherapy drugs. The group has a centralized, shared-service organization for IT and strategic planning.

Challenges

• Consolidate all of the group’s information, including daily invoicing, medical supplies intake data, and medicine inventory, to improve services and supplies for pharmacies and medical institutions
• Simplify IT administration and ensure timely infrastructure upgrades and maintenance
• Generate detailed reports about various business units, including the group’s pharmacies and distributor operations, for more timely and detailed information to drive informed decisions and optimize operations

Solutions

• Deployed Oracle Exadata Database Machine Managed Cloud Service to consolidate all of the group’s information into a single source, including sales, medicine inventory, client data, accounts payable, acquisitions, and sales force performance, to improve service to private and public-sector clients
• Recorded all of the company’s consolidated, reliable data online, including medical-supply inventory and sales information, and improved analysis and decision-making with Oracle Business Intelligence Suite
• Reduced time for overnight consolidation of financial and inventory data, thanks to Exadata Database Machine Managed Cloud Service, gaining more timely and reliable information that managers and providers can access at any time
• Gained visibility into human resources assigned for each particular surgery and the supplies required for the procedure to optimize resource utilization and future planning

• Used Oracle Business Intelligence Suite to provide information to laboratories and health centers in real time, streamlining logistics and resource allocations

• Consolidated executive reporting models for operational areas and provided decision-makers with more timely information

• Gained the ability to carefully monitor each business area, including pharmacy and medical supplies distribution, to identify and make adjustments required to increase operational efficiency

• Identified areas for improvement processes, such as collections and supply in Farmacos Nacionales, and savings of staff time, thanks to Oracle Business Intelligence Suite running on Oracle Exadata Database Machine Managed Cloud Service, enabling the company to take action and make changes and to optimize time on issues, such as assigning expenses

• Improved inventory management, reducing the amount of expired product and lost revenue associated with it

• Used Oracle Managed Cloud Services to simplify IT administration and ensure timely and expert infrastructure upgrades and maintenance

Why Oracle

After analyzing Oracle Exadata, Netezza and Teradata in 2011, Grupo Fármacos Especializados selected Oracle Exadata Managed Cloud Service. “We chose Exadata because we already had the same platform and technology with our Oracle Database. We chose the solution we were sure would give the best performance for our database and provide us with a solid infrastructure, administrated by Oracle Managed Cloud Services, to handle information, such as medical product inventory and medicine distribution reports, and exploit it with Oracle Business Intelligence Suite.” said Agustín Lomelí, business intelligence director, Grupo Fármacos Especializados.

“Oracle Exadata was the best solution for the performance we require in our business intelligence environment. A traditional server could not meet our performance, availability, and scalability needs and provide near-real-time access to business information,” Lomelí said.

Implementation Process

Oracle Managed Cloud Services began implementing Oracle Exadata Database Machine in Oracle’s Austin, Texas, data center in late 2011, and the system went live in May 2012.

The migration of Oracle Database and Oracle Business Intelligence Suite to Oracle Exadata was conducted by Oracle Consulting. Oracle Managed Cloud Services configured the Oracle Exadata environment and today manages it to ensure high performance.

“Oracle Exadata helped us transform our data into valuable information,” Lomelí said.
IAC Scales for International Growth While Supporting More Than 150 Media and Internet Properties

“We are a diverse business with a multitude of internet and media properties growing at varying rates, as well as frequent acquisitions and divestures with a global reach. Oracle Managed Cloud Services provides us with the scalability and flexibility to successfully manage an expansive and complex organization that supports several finance and accounting management teams.”

— Paul Scribano, Vice President, Finance, Mindspark Interactive Inc., part of IAC

IAC is a leading media and internet company focused in the core areas of search, applications, online dating, local advertising, and media. Ranked by Fortune magazine’s annual standing of the world’s most admired companies in the internet services and retailing sector for many years, IAC’s network of sites has more than a billion total monthly visits in over 30 countries, and it is the eighth-largest network in the world. The company is headquartered in the Chelsea neighborhood of New York City with business operations and satellite offices around the world.

Challenges

• Enable users across the company’s media and internet service businesses to access multiple views of financial data to support unique reporting requirements

• Provide flexible support and scalability for emerging businesses—including 50 to 60 small, internet startups and acquisitions—that are growing at varied rates

• Increase back-office agility to more easily integrate new acquisitions with the existing technology platform and support future growth

• Gain ability to meet various global financial regulations while operating just one internal financial system

• Minimize system redundancy to improve reliability and gain visibility into individual business units, providing a more comprehensive view of the organization

• Maintain excellent application performance with limited maintenance and downtime

• Achieve integration between on-demand financial tools and in-house and third-party applications

Solutions

• Used Oracle Financials Managed Cloud Service, Oracle Hyperion Planning Plus, and Oracle Essbase Plus Managed Cloud Service to enable various accounting and financial teams to more efficiently manage financial analysis and reporting deliverables and internal monthly close cycles—cutting an entire business day from the process

• Increased operational scalability with Oracle Financials Managed Cloud Service and Oracle Hyperion Managed Cloud Service, supporting revenue and personnel growth for a multitude of media and internet brands and products
• Gained IT flexibility to better support the varying needs of numerous media and internet properties by enabling leadership teams to make forward-looking business decisions based on current and projected financial data and analysis

• Used the integrated financial system to help complete financial structure design and rollout for new entities in just 30 days—60 days faster than it previously took

• Reduced new-entity-rollout risk and enabled the organization to focus on data analysis, report development, and business structure decisions, rather than on technology deployments

• Provided greater visibility into financial results and forecasts for multiple financial structure hierarchies, enabling faster analytics and driving better business decisions in human resources, tax provisioning/rate analysis, and cost analysis

• Reduced system administration and downtime required for database backups while providing capacity for future growth with managed cloud computing—improving system performance for more than 100 Oracle Financials users and approximately 80 Hyperion users while enabling financial system engineers to shift focus to business support

• Integrated Oracle Managed Cloud Services with in-house and third-party applications—such as banking and online advertising applications—to help provide a unified view of the global media and internet business and maintain secure IT systems

• Provided media and internet employees of IAC’s various brands with integrated access to business intelligence data, delivering a 360-degree view of all corporate information and helping improve operational performance by allowing business users to slice data in many formats

• Planned to upgrade to Oracle E-Business Suite Release 12 to utilize new functional features and increase integration between Oracle Hyperion and Oracle E-Business Suite modules

Why Oracle

“We selected Oracle Managed Cloud Services to provide unlimited scalability to support overall growth on a global level. The cloud services support system provides for a consistently stable environment for our data, system administration engineers, and end user community. In addition, Oracle offers not just the cloud support services, but also a wide array of software applications, consulting, and training which supports our global business,” said Paul Scribano, vice president, finance, Mindspark Interactive Inc., part of IAC Search and Media Inc., IAC.
INC Research, LLC Ensures 24/7 Enterprise Application Availability and Supports Rapid Expansion in Asia with Managed Cloud Services

“Oracle Managed Cloud Services has provided us with the 24/7 availability and scalability that we require to support our growing contract research organization. And, it avoids the cost and complexity of deploying IT teams around the globe with the ability to quickly expand and integrate acquisitions. We are firm believers that Oracle does Oracle best.”

— William Hayfer, Vice President, Business Systems, INC Research, LLC

INC Research, LLC is a top-six, global, clinical research organization (CRO) that provides a full range of clinical development services. Pharmaceutical and biotechnology companies rely on INC Research for a full range of customized phase I to phase IV clinical development and trial programs and services.

The company has been expanding rapidly through organic growth and acquisition. In 2011, it acquired Kendle International, Inc., significantly expanding its reach and customer base.

Challenges

• Support the CRO’s expansion in Asia and around the globe to meet clinical-trial sponsor needs and requirements
• Ensure 24/7 availability and support for the company’s enterprise resource planning (ERP) environment to meet the needs of the global organization that has grown exponentially in the last decade
• Ensure consistent business processes across the company’s operations in more than 100 countries
• Onboard acquired companies and their employees rapidly to jumpstart return on investment
• Expand insight into enterprise performance and accelerate and standardize financial planning processes following acquisitions and expansion initiatives

Solutions

• Relied on Oracle Hyperion Planning On Demand and Oracle’s PeopleSoft Human Resources On Demand, delivered through Oracle Managed Cloud Services to ensure consistent business processes and provide a highly scalable ERP infrastructure that supports international growth as clinical trial markets expand in Asia and Eastern Europe
• Avoided the cost and complexity of deploying IT teams and systems at locations around the globe—gaining a competitive advantage
• Gained the ability to quickly integrate new acquisitions in emerging clinical trial markets and add offices to the network with a cloud-based IT model
• Moved 10 years of data effectively and efficiently to jumpstart return on investment
• Improved visibility into financial performance worldwide with Oracle Financial Analytics
• Deployed PeopleSoft Learning Management to effectively train employees, including clinical trial managers, on procedures and policies—reducing the need for traditional classroom training around the globe, standardizing the experience, and saving more than US$1 million annually with online training.

• Standardized and accelerated a disparate, spreadsheet-based, budget-planning process, saving weeks or months with Oracle Hyperion Planning On Demand.

• Gained reliable, consistent, and timely financial information from global operations and enabled analysts to conduct variance analysis for greater insight—improving confidence in forecasts and planning.

• Extended ability to track and analyze clinical program budgets, performance, and profitability with Oracle Project Analytics, gaining insight that drives continuous improvement for clients.

• Leveraged PeopleSoft Resource Management and provided extended WorkForce management through extension of project analytics schema.

• Used Oracle Fusion Middleware, including Oracle SOA Suite and Oracle Business Activity Monitoring, to create seamless integration between various applications, including the company’s investigator database and its clinical trial management system—gaining more effective and accurate clinical trial information and avoiding the time and cost associated with rekeying data.

Why Oracle

As INC Research continued to expand globally, it required an IT infrastructure that was available 24/7 and could support rapid integration of new organizations and offices. Achieving this goal would require significant investment in terms of technology and human resources, in an area that was outside of the company’s core competency. As such, it looked to a managed cloud services approach. INC Research had been running Oracle applications in its legacy environment and looked to expand its footprint with industry-leading Oracle Fusion Middleware.

“We are focused on ensuring high availability while reducing our IT complexity,” said William Hayfer, vice president, Business Systems, INC Research. “Oracle provides leading solutions across the application, middleware, and technology layers, and Oracle Managed Cloud Services enables us to put the full resources of the company that developed the solutions behind our implementation. It is a logical approach that allows us to get the most from our investment.”

Implementation Process

INC Research successfully used the method to integrate Kendle’s PeopleSoft HR platform with INC Research’s Financial platform, cutting months from the integration process.
INC Research’s cloud strategy is an ongoing effort. The company is currently running several of its PeopleSoft Human Resources applications and Oracle Hyperion Planning through Oracle Managed Cloud Services. It is preparing to run its Oracle Fusion Middleware environment, including Oracle WebCenter Portal, using the Oracle Cloud and will migrate its Oracle E-Business Suite applications when it upgrades to Release 12 in late 2013. Moving forward, INC Research also plans to migrate PeopleSoft Learning Management to Oracle Managed Cloud Services.
Intermountain Healthcare Selects Cloud Services to Ensure High Performance, Scalability, and Predictable Costs for Enterprise Resource Planning

“Oracle Managed Cloud Services was an easy choice for us. Who better to host and manage our PeopleSoft applications than the company that created them. We will also benefit from high availability, dedicated, world-class IT management and support, as well as predictable costs. It is a winning proposition.”

— Joe Finlinson, Enterprise Resource Planning IT Manager

Intermountain Healthcare, based in Salt Lake City, Utah, is an internationally recognized, nonprofit, health system that includes 22 hospitals, a Medical Group with more than 185 physician clinics, and an affiliated health insurance company. It serves patients and plan members in Utah and southeastern Idaho, offering a full range of services, from urgent care, to home care, to the region’s most advanced trauma centers.

Providing high-quality care at an affordable cost is at the heart of Intermountain’s mission, and the organization has received national attention for its achievements on this front. IT plays an important part in the health system’s ability to deliver quality and affordable care, with Intermountain’s chief information officer, serving on President Obama’s Council on Healthcare Information Technology.

Looking to continually improve operational effectiveness, Intermountain began to focus on its legacy enterprise resource planning (ERP) environment, which included in-house developed applications for financial and supply chain management, as well as Oracle E-Business Suite applications for human resources and payroll. In assessing its proprietary applications, Intermountain saw room for improvement in functionality, visibility, data quality, system performance, and scalability, as well as reporting and analysis.

The health system began a competitive search for an integrated commercial-off-the-shelf (COTS) solution, ultimately selecting Oracle’s PeopleSoft Financials 9.1 and PeopleSoft Supply Chain Management 9.1 applications for their robust functionality, as well as Oracle’s continued investment in the application suite. To extend reporting and analytical capabilities, Intermountain chose Oracle Business Intelligence Enterprise Edition and Oracle Business Intelligence Applications for financials, supply chain, and human resources.

As it began to deploy the applications, Intermountain Healthcare began to consider a hosted model and Oracle Managed Cloud Services.

“Oracle has a strong reputation in the market, and we were purchasing Oracle applications, so who better to host and manage them than the company that developed them? This approach removes segregated support issues that can slow problem resolution. We needed to be live in two years, with a big bang approach. This is a big job, and we needed a cloud services partner and systems integration partner-in our case, PriceWaterhouseCoopers—that could help us there,” said Joe Finlinson, enterprise resource planning IT manager, Intermountain Healthcare.
Intermountain is working with Oracle Managed Cloud Services on a unique identity management solution, deploying a federated, single-sign-on solution that will allow it to authenticate users seamlessly, without sharing credentials with Oracle. In addition, the company will use Oracle SOA Suite to achieve integration between the PeopleSoft environment and Intermountain’s other systems. This approach will enable loose coupling, reducing the need for custom integrations and building a path to future migration to Oracle Fusion applications that will not require the health system to upgrade its interfaces—reducing complexity and saving significant time and costs.

Why Oracle

Intermountain Healthcare selected Oracle Managed Cloud Services to host its PeopleSoft Enterprise and Oracle Business Intelligence environments for the benefits it can deliver. The company, which seeks to maintain high performance and availability of its business-critical applications, knows that significant internal human and technical resources are required to support a large-scale ERP implementation.

“We immediately realized there were benefits to be gained by having Oracle manage Oracle hardware and software,” Finlinson said. “It has more than 1,500 dedicated resources with deep PeopleSoft expertise. Oracle has seen it all, and we have a single point of contact to manage.”

In addition, speed to deployment was critical as the company targeted an early 2014 go live. “Oracle was very fast to assign people and provision the hardware and software. Oracle had our environments provisioned and delivered just 28 days after signing the contract,” Finlinson said.

Intermountain Healthcare looks forward to proactive monitoring and rapid resolution of any problems that will arise and the flexibility to scale as needed. It also will benefit from predictable annual costs to smooth out bumps in the budget, as well as regular hardware refreshes.

As a healthcare organization, Intermountain manages sensitive data and must abide by various industry standards and regulatory requirements, such as the Health Insurance Portability and Accountability Act (HIPAA), International Organization for Standardization (ISO) standards, as well as payment card industry data security standards. Oracle On Demand provides high levels of security as well as validated systems that support compliance. In addition, Intermountain is an Information Technology Infrastructure Library (ITIL) shop, and Oracle Managed Cloud Services has an ITIL process, so it complements the company’s local governance.

Implementation Process

Intermountain plans to go live in January 2014 with a “big bang” approach. During the development phase, Intermountain meets weekly with Oracle Managed Cloud Services’ delivery and implementation managers. “There has not been a time when Oracle has not met or exceeded our expectations. They want to succeed with us,” Finlinson said.
Partner

Oracle partner PwC is the systems integration and implementation partner for Intermountain’s PeopleSoft initiative. It is leveraging the consulting organization’s transformation methodology.

“PwC guides us daily in our implementation, with 60% of project resources coming from our team and 40% from PwC. An important factor in our selection process was that PwC has done most of the PeopleSoft 9.1 implementations in healthcare to date, and they’re a strong Oracle partner.”
Kadmon Corporation, LLC Uses Cloud-Based Enterprise Applications to Integrate Operations Following an Acquisition and Ensure Operational Efficiency

“Oracle E-Business Suite On Demand was essential to the successful integration of Kadmon and Three Rivers Pharmaceuticals after the acquisition. And, the cloud-based solution enables us to support the new global, multi-site company with three times the requirements with the same number of IT staff—and do so with 99.999% availability.”

— Christine Sheehy, Senior Vice President, Operations, Kadmon Corporation, LLC

Kadmon Corporation, LLC is a global biopharmaceutical company focused on translating innovative science into new treatments. The company offers products and services for the treatment and management of hepatitis C. It is also using new insight into molecular biology to develop therapies that target the metabolomic and signaling pathways associated with cancers as well as various infectious, neurodegenerative, and immunological diseases.

The company acquired Three Rivers Pharmaceuticals in 2010, and quickly integrated operations using Oracle E-Business Suite On Demand. Three Rivers Pharmaceuticals has used Oracle’s managed cloud services solution since 2001 to ensure a scalable, flexible infrastructure as well as operational efficiency—including a 40% reduction in its IT expenditures. The solution continues to deliver value, extend insight, and ensure compliance for the growing next-generation biopharmaceutical company.

Challenges

• Optimize the use of IT budget and enable the internal team to focus resources on forward-looking initiatives to support changing business models as opposed to simply maintaining and managing existing systems
• Enable the company to rapidly integrate operations after its acquisition of Three Rivers Pharmaceuticals to expedite return on investment and avoid operational disruption, including the need for additional regulatory validation of IT systems and processes
• Provide an IT infrastructure that facilitates compliance with U.S. Food and Drug Administration (FDA) and international agency requirements, including those related to biotech treatments and clinical trial product distribution
• Ensure efficient and compliant manufacturing processes for the production of both traditional pharmaceuticals as well as next-generation biopharmaceuticals

Solutions

• Enabled Kadmon to quickly integrate operations of the two companies following the acquisition with Oracle E-Business Suite On Demand—speeding time to value and avoiding business disruption
• Achieved consolidated financial processes in just three months, enabling enterprisewide visibility
Continued to benefit from a highly scalable and reliable cloud-based environment to ensure rapid deployment and efficient and cost-effective management of the company’s critical business applications

Achieved an IT environment that offers high performance and 99.999% availability

Continued savings on staffing costs as well as hardware, software, and maintenance costs with hosted approach versus an on-premise deployment

Met additional new business requirements while maintaining the same number of IT support staff with hosted Oracle applications over the lifetime of the deployment (since 2001)

Freed internal IT team members to focus on value-added projects, such as the introduction of mobile applications

Eased company expansion and streamlined multi-site implementation by ensuring portability and application availability with Oracle E-Business Suite On Demand

Ensured the ability to support traditional pharmaceutical production reporting requirements as well as a growing biopharmaceutical firm, and its clinical trial operations, with extensive audit trail capabilities and flexible workflows

Gained a complete stack of validated systems that can support and meet all FDA and life science industry compliance requirements-enabling Kadmon to quickly move forward with clinical trials for its biotech therapies

Facilitated 21 CFR Part 11 compliance as well as enabled efficient and accurate production, labeling, distribution, and tracking of products for clinical trials

Enabled the company to accurately and efficiently track product and forecasting data at very detailed levels

Expanded ability to effectively share and coordinate manufacturing and financial data with partners, contract manufacturers, and research organizations

Enabled the company to reduce its projected annual IT budget by 40% with a hosted implementation

Why Oracle

“We first adopted Oracle in 2001, and 12 years later, the system still meets out business needs, enabling the company to support both a traditional pharmaceutical business as well as a growing biopharm business. Even with all the changes we’ve been through as a company, we have found Oracle’s managed cloud services solution to be the most effective, from a cost, functionality, and operational standpoint. We have been very satisfied with the capabilities the solution provides, and plan to implement additional Oracle technology in the near future,” said Christine Sheehy, Senior Vice President, Operations, Kadmon Corporation, LLC.
Implementation Process

Three Rivers Pharmaceuticals, now Kadmon, first implemented Oracle E-Business Suite On Demand, running on Oracle Database, in 2001. It has worked with Oracle over the years to fine tune its environment to meet changing demands. Most recently, it worked with Oracle’s managed cloud services to create and test required functionality to support the biopharmaceutical side of the business and ensuring a successful migration to a production environment. The company is looking to upgrade to Oracle E-Business Suite Release 12.1 in the coming year.

Kadmon is also extending its Oracle investment by implementing Oracle Business Intelligence Enterprise Edition, Oracle Financial Analytics, and Oracle Supply Chain and Order Management Analytics. The goal is to extend insight and visibility to the finance team as well as sales, customer services, and supply chain management groups.
“As a manufacturer of fast-moving consumer goods, there is constant pressure to deliver large numbers of products to the market as quickly and efficiently as possible. Oracle E-Business Suite, hosted by Oracle On Demand, makes it easier for us to focus on our core operations while streamlining our inventory and production processes to ensure we stay ahead of global competition.”
— Tran Thi Phuong, Business System Manager, Masan Consumer Corporation

Masan Consumer Corporation is a large, fast-moving consumer goods company based in Vietnam. It is part of Masan Group, one of Vietnam’s largest private sector companies, which builds, acquires, and manages businesses in several fast-growing areas of the country’s economy.

Masan Consumer Corporation manufactures and distributes food products, including soya, fish and chili sauces and instant noodles. Since its inception in 1996, the company has steadily grown its product portfolio, domestic sales, and distribution channels to establish a leading position in Vietnamese-branded food products.

Up until December 2007, Masan Consumer Corporation used a locally produced financial management system that required accounting staff to manually enter, review, and consolidate financial data. The company also lacked an integrated inventory management and manufacturing system to streamline its production line.

“We needed a system that would automate our financial management processes and improve manufacturing workflows by effectively managing stock levels and demand,” said Tran Thi Phuong, business system manager, Masan Consumer Corporation.

In mid-2006, Masan Consumer Corporation engaged Oracle Partner PYTHIS to deploy Oracle E-Business Suite modules, including Oracle Financials, Oracle Purchasing, Oracle Order Management, Oracle Inventory Management, and Oracle Process Manufacturing, to automate financial reporting, and improve financial, inventory management, and manufacturing processes. The company also took advantage of My Oracle Support to gain access to Oracle experts who provided regular system updates and assisted with system and configuration issues.

In May 2010, Masan Consumer Corporation purchased Oracle On Demand, a hosted service where the company’s Oracle E-Business Suite applications are managed at Oracle’s datacenter in Austin, Texas.

The Oracle On Demand team completes six-monthly application maintenance checks, providing critical patch updates and extended baseline patches. These regular Oracle E-Business Suite application updates reduce the risk of system failure and unplanned outages.

In keeping with its business continuity plan, Masan Consumer Corporation purchased Oracle’s Maximum Availability Option and has completed two successful cycles of disaster recovery testing to date.

“As a manufacturer of fast-moving consumer goods, there is constant pressure to deliver large numbers of products to the market as quickly and efficiently as possible,” said Thi Phuong.
“Oracle E-Business Suite, hosted under the Oracle On Demand service, makes it easier for us to focus on our core operations while streamlining our inventory and production processes to ensure we stay ahead of global competition.”

Closes Monthly Financials Faster with Better Reporting

Oracle Financials has reduced the time it takes for Masan Consumer Corporation’s accounts staff to compile month-end financial reports. Staff is able to consolidate profit and loss reports for the company’s seven branches across Vietnam and close monthly financial reports about 60% faster.

“Our month-end financial reports are closed in about six days, compared to more than 12 days previously,” said Thi Phuong. “We no longer need to manually import data from multiple departments.

“Our managers use the centralized system to easily gain instant access to financial data at any time, enabling them to create and analyze reports to make more informed business decisions, such as the best geographies to market certain products,” said Thi Phuong. “This also provides our investors with certainty that our financial information is as accurate as possible.”

Generates Inventory Reports Faster

Masan Consumer Corporation uses Oracle Inventory Management, Oracle Purchasing, and Oracle Order Management to improve its supply chain planning and management activities.

The integrated system enables production staff to easily check inventory levels of raw materials—such as the ingredients used to create sauces and other food products—as soon as the relevant data is fed directly from Oracle Purchasing.

Stock levels are updated on a real-time basis, providing staff with quick and easy access to consolidated, enterprisewide inventory information.

“Oracle Inventory Management provides production staff with a complete view of the types of food products and quantity of raw materials available at any given time, and it streamlines our production processes while eliminating waste,” said Thi Phuong. “This indirectly helps us maintain our revenue stream and increase our profitability.”

Managers can easily create a single inventory report quickly rather than spending hours collating information from multiple stock reports.

“The ability to quickly identify low stock levels has also improved our production planning, ensuring we can easily meet our customers’ requirements,” added Thi Phuong. “The online system also enables us to automatically generate invoices, significantly reducing the time it takes to deliver products to our customers.”
Improves Manufacturing Process

Masan Consumer Corporation uses Oracle Process Manufacturing to streamline production planning. The system provides production staff and their managers with fast access to data relating to the formulation for more than 100 sauces and noodle products while maintaining control over product quality, regulatory requirements, and production costs.

“Our product managers have quick access to manufacturing information and are able to review products coming out of our production line every day and effectively plan for further production runs,” said Thi Phuong. “This streamlined process has enabled Masan to increase productivity, and reduce time and resources to collect manufacturing data.”

Cuts Application Failure Risk with Innovative Support Tools

Oracle On Demand’s 24x7 support and the availability of the My Oracle Support portal provides the company’s system administration staff with around-the-clock support for Oracle E-Business Suite. The Oracle On Demand team manages the company’s servers and configures, patches, and monitors its applications.

“Our application performance reports are readily available online, and we can easily log and track service requests,” said Thi Phuong. “Oracle On Demand adheres to ISO 270001 and ISO 27002 security and compliance standards, which reduces security risks.

“Every six months, we complete an Oracle On Demand disaster recovery test to ensure we can meet our recovery point and time objectives. These tests can be completed without impacting our primary production systems. This is crucial because our business operates around the clock, and we can’t afford to have any downtime.

“With the Oracle On Demand service in place, we have had a low number of unplanned outages, and average system availability is 99.95%,” added Thi Phuong.

Challenges

• Replace a locally produced financial management system that required accounting staff to manually enter, review, and consolidate financial data with a new enterprise resource planning (ERP) system
• Streamline raw material ordering, inventory management, and manufacturing processes for food products, such as sauces or instant noodles
• Obtain the latest servers to create a disaster recovery site, to safeguard against unplanned outages
• Recover applications quickly in the event of severe outages or server interruptions
• Engage skilled staff to maintain and monitor applications around the clock
Solutions

• Engaged Oracle Partner PYTHIS to deploy Oracle E-Business Suite to automate financial reporting and streamline inventory management and production processes

• Compiled month-end financial reports 60% faster; completing them in approximately six days compared to more than 12 days previously

• Provided investors with certainty that financial data was as accurate as possible

• Streamlined production processes and eliminated waste by enabling production staff to easily view types of food products, ingredients, and quantity of raw materials available at any given time, which helped protect revenue and increase profitability

• Allowed managers to create inventory reports immediately rather than spend hours collating information from multiple stock reports

• Improved production planning and ensured the company could easily meet customer requirements by immediately identifying when stock levels were low

• Provided fast access to data relating to the formulation for more than 100 sauces and noodle products, while maintaining control over product quality, regulatory requirements, and production costs

• Increased productivity by streamlining processes, which reduced the time and resources required to collect manufacturing data for food products

• Gained around-the-clock support with Oracle On Demand and My Oracle Support, which allows IT administrators to directly communicate with Oracle experts

• Kept software up to date by receiving the latest critical system updates every six months, which minimized system vulnerability and unplanned outages

• Achieved average system availability of 99.95%, which is vital as the company operates around the clock

Why Oracle

Masan Consumer Corporation chose Oracle E-Business Suite applications because they are tightly integrated and easy to use.

“Adding operational units and legal entities, and creating customized reports has never been easier,” said Thi Phuong. “Oracle E-Business Suite is a cost-effective and centralized system that meets our business requirements. In addition, Oracle On Demand makes it quick and easy to provision servers and storage capacity when required.”

Implementation Process

Pythis assembled the test script, managed configuration issues, and provided end-user training. PYTHIS also worked with specialists from My Oracle Support to map out Masan Consumer Corporation’s business processes and ensure the system was configured correctly, so it met the company’s needs.

Masan Consumer Corporation also engaged Oracle to retrofit the company’s customized Oracle applications, so they were compliant with Oracle’s CEMLI framework, which are recommendations for how standard Oracle solutions could be modified.

“Without PYTHIS’ help, we wouldn’t have been able to complete this project in such a tight timeframe,” Thi Phuong said.

The deployment was completed in December 2007 and the system went live in January 2008.
Morpho Detection, Inc. Looked to Cloud Services to Save Approximately US$500,000 with Rapidly-Deployed, Secure, Cost-Accounting-Compliant Enterprise Applications

“Working with Oracle and being in the cloud has minimized the need to build a database infrastructure and support team to run our ERP system. With Oracle’s reputation, world-class security, and disaster recovery capabilities, I am able to entrust the management of a key asset and focus our efforts on other business priorities.”

— Jeremy Avenier, Chief Financial Officer, Morpho Detection, Inc.

Morpho, a high-technology company in the Safran group, is one of the world’s leading suppliers of identification, detection and e-document solutions. Morpho’s integrated systems and equipment are deployed worldwide and contribute to the safety and security of transportation, data, people, and countries.

Morpho Detection, Inc. (MDI), part of Morpho, is a leading supplier of explosives and narcotics and chemical, biological, radiological, and nuclear (CBRN) detection systems for government, military, air and ground transportation, first responder, critical infrastructure, and other high-risk organizations. Morpho Detection integrates computed tomography, Raman spectroscopy, trace (ITMS), mass spectrometry, X-ray and X-ray diffraction technologies into solutions that can make security activities more accurate, productive, and efficient. Morpho Detection’s solutions help to protect people and property the world over.

In September 2009, Morpho acquired an 81% stake in General Electric Company’s Homeland Protection business, which was later renamed MDI. This acquisition required MDI to build an entire IT department, including the network infrastructure to support 900 computers and 600 mobile devices. To accomplish this task, MDI worked with Oracle partner PriceWaterhouseCoopers (PwC) to deploy a new enterprise resource planning (ERP) system using Oracle E-Business Suite On Demand hosted by Oracle Managed Cloud Services. The company went live with the implementation of this ERP system in less than five months, enabling it to ensure business continuity by establishing a compliant framework and to participate in the bidding process for several important government contracts.

MDI counts the United States government among its most important customers. As such, the company must ensure that its enterprise systems meet not only stringent security requirements but also comply with government accounting and reporting standards.

With Oracle E-Business Suite On Demand, MDI met both of these requirements. Oracle Financials applications are cost-accounting standards (CAS) complaint, and they can track and report expenses for government billing and documentation at the lowest possible level-including 15- minute time increments. In addition, the new environment is stable and secure, which is essential, since MDI handles sensitive business and financial information for many of its clients. Further, by hosting its ERP environment with Oracle Managed Cloud Services, the company did not have to hire additional database administrators and other IT personnel to deploy and maintain the system, saving costs while ensuring consistent maintenance, disaster recovery capabilities, and streamlined upgrades for its future operations.
Challenges

- Develop a cloud-based ERP environment to manage key financial and order management applications to support the security and safety products business while minimizing investment and future support costs
- Implement the new ERP environment rapidly to ensure business continuity after the company was acquired, and enable it to compete for several important US government contracts for detection systems
- Reduce the number of customizations in the ERP environment, which numbered in the tens of thousands in the legacy system, to streamline upgrades, integration, and IT management
- Ensure continued compliance with key government accounting procedures, such as CAS, as MDI counts the US government among its most important clients
- Maintain strict security procedures, as the company delivers public safety equipment—such as explosives, narcotics, and chemical detection systems—to the US government and other clients, and possesses sensitive client financial and business information

Solutions

- Saved approximately US$500,000 on capital expenditures and IT human resources costs
- Implemented Oracle E-Business Suite On Demand in less than five months, which is 70% faster than the estimated time typically required for this type of initiative, by using Oracle’s managed cloud services—enabling the company to participate in the bids for several major US government contracts
- Ensured and streamlined CSA compliance, making the process more efficient
- Implemented Oracle Projects and made it the center of MDI’s ERP environment to ensure efficient financial information flows and facilitate capture of expense data at the lowest possible level—including 15-minute time increments—to support government contracting requirements
- Replaced legacy systems that had manual compliance procedures with an automated solution to reduce potential accounting errors
- Deployed a critical maintenance program to ensure information security and proper software certification levels, as the company handles sensitive, US government and public safety information, as well as credit card and other financial data for clients
- Gained the ability to support very large projects and initiatives because Oracle E-Business Suite On Demand enables MDI to securely outsource some transaction processing to third-party partners
- Achieved near-100% availability for the ERP environment. Reduced the number of customizations in the ERP environment by 70%, providing MDI with more flexibility and fewer technical obstacles, as it looks to expand or upgrade its IT footprint in the future
Implementation Process

Time is money when dealing with government contracts, and MDI had a six-month timeline to build out a new IT infrastructure. MDI and PwC established development modules to test the new solution without impacting the production environment and to ensure stability during the cut over to the new system. Ultimately, the implementation took less than five months to complete, with virtually no negative impact on operations.

Partner

“PwC brings extensive expertise in government accounting compliance and Oracle solutions,” said Jeremy Avenier, chief financial officer, Morpho Detection, Inc. “It was imperative that our processes mirror government policies, so it was critical that our Oracle investment allowed us to match the government’s requirements. With PwC’s help, we deployed a project module that is CAS complaint in just a few months, which is a remarkable achievement.”
Nufarm SA Improves IT Platform Serving Three Countries Through the Cloud, Improves Efficiency with Electronic Billing

“Oracle E-Business Suite Managed Cloud Service is a world-class, robust, reliable system with rich functionality to support the chemicals industry. Its database structure and capabilities make it an open platform, enabling us to create applications that help optimize agrochemicals distribution, production, and sales.” — Mariano Quintana, Regional Leader of Oracle Projects, Nufarm SA

Nufarm SA is the Argentine subsidiary of Nufarm Limited, one of the world’s 10 largest producers and providers of agrochemicals designed to protect crops. Nufarm also owns the Nuseed Company, which is dedicated to plant breeding and that markets sunflowers, sorghum, and canola.

Nufarm Limited has more than 2,600 employees worldwide, with factories in 13 countries. It offers more than 2,400 registered products, including herbicides, insecticides, fungicides, and growth regulators, in over 100 countries. In Latin America, it has operations in Argentina, Chile, Colombia, and Mexico.

Challenges

- Sustain business growth by streamlining business processes, including production, distribution, and the sale of agrochemicals for crop protection
- Establish a reliable IT platform across Argentina, Chile, and Colombia to unify administration and management systems and extend enterprise visibility
- Improve critical business processes, such as customer billing and product shipments, to optimize operational efficiency and profitability

Solutions

- Expanded the Oracle E-Business Suite environment managed by Oracle Managed Cloud Services to unify management in Argentina, Chile, and Colombia—countries where Nufarm has production, distribution, and sales operations for seeds and agrochemicals
- Implemented Oracle Purchasing Managed Cloud Service to automate payments and deliveries of supplies and raw materials—including pesticides and herbicides—for agrochemical production
- Enhanced production planning with a detailed inventory of materials that includes locations and production stages
- Developed new platforms to manage shipping costs and tracking shipments, enabling Nufarm to identify the location of every shipment, prepare for product deliveries, and trigger purchasing and production
- Optimized managing 30 monthly agrochemical shipments by providing 60-day visibility into each shipment, from and to anywhere in the world—with the ability to monitor each movement, increasing distribution efficiency
- Automated routing of products sent to third-party producers under contract, accelerating shipments and ensuring agrochemicals quality
• Used Oracle Forms and Reports Managed Cloud Service to create an application to manage herbicide, insecticide, and fungicide shipments—which greatly improved fleet management by streamlining delivery processes

• Reduced paper use with electronic billing and by developing a new application with Oracle Forms and Reports that is integrated with Oracle E-Business Suite, which simplifies providing invoice, receipt, and account status to customers

• Managed packing lists in a central, online repository using Oracle Database, integrated with shipping management, to simplify agrochemical loading and shipping,

• Improved management of agrochemical formulation

Why Oracle

In 2005, Nufarm first selected Oracle E-Business Suite—administrated by Oracle Managed Cloud Services—for its Latin American operations.

“We didn’t have an IT infrastructure. We selected Oracle E-Business Suite because it was a tried-and-tested solution that had been very successful. We chose Oracle Managed Cloud Services because it enabled us save on IT infrastructure expenses, while still providing the best support. Today, we have an Oracle project office and continue to use Oracle Managed Cloud Services for deployments throughout the region. In addition, Oracle Database is incomparable and irreplaceable. Microsoft SQL, Sybase, and Informix can’t touch it,” said Mariano Quintana, regional leader of Oracle projects, Nufarm SA.

“It is more cost effective to pay a monthly fee to support the database, hardware, and the application suite than to buy solutions and hire more employees. And, there’s less risk of incidents when you have an Oracle Managed Cloud Services contract. We have been so pleased that we are now migrating to Oracle E-Business Suite Release 12,” Quintana said.

Implementation Process

Nufarm deployed Oracle E-Business Suite in 2005 in Argentina, using Oracle Managed Cloud Services. Between 2006 and 2010, it extended the implementation to subsidiaries in Chile, Colombia, and Mexico, and to Nuseed Argentina. In 2011, the company implemented Oracle Forms to develop new electronic invoicing, seed exchange, and shipping management applications. It integrated these applications with Oracle E-Business Suite to comply with Argentina’s Federal Administration of Public Revenues regulations, optimize management efficiency, and enhance customer relationships.

“In 2011, we used Oracle Forms and Reports Managed Cloud Service to enhance processes, such as exchanging seeds for agrochemicals, and to manage packing slips and shipments, with all data integrated with Oracle E-Business Suite, as well as with our electronic billing process,” Quintana said.
Partner

Nufarm worked with Oracle partner IT Convergence to implement Oracle E-Business Suite Managed Cloud Service, as well as to develop Oracle Forms and Reports Managed Cloud Service applications, such as those used to generate online packing slips. It completed the implementation on time and within budget.

“IT Convergence is a strategic partner for us. We have great confidence in the company, which has the necessary infrastructure to succeed and a clear understanding of our business,” Quintana said. “IT Convergence also helped us to optimize our Oracle investment.”
Take-Two Interactive Software, Inc. Ensures High Availability for Enterprise Applications and Optimizes Internal IT Resources with Hosted Platform

“The greatest thing about Oracle’s On Demand managed cloud services is that we no longer have to worry about the performance and availability of our JD Edwards EnterpriseOne environment. It is like a dial-tone; we expect and know that it is available around the clock.”
— John Hinkle, Chief Information Officer, Take-Two Interactive Software, Inc.

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer, and publisher of interactive entertainment for consumers around the globe. The company develops and publishes products through its two wholly-owned labels, Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports, and 2K Play brands. Its products are designed for console systems, handheld gaming systems, and personal computers, including smart phones and tablets. They are delivered through physical retail, digital download, online platforms, and cloud streaming services.

Take-Two Interactive Software has grown rapidly in recent years, posting a 49% increase in revenue for fiscal year 2011. To help it achieve sustained growth, the company focuses on its core mission of producing creative interactive entertainment while leveraging outside resources to manage administration and support services, such as managing its enterprise applications.

Take-Two Interactive Software first moved to a hosted enterprise resource planning (ERP) environment in 2008 when its on-premise JD Edwards EnterpriseOne environment in the Americas region was experiencing performance issues. The company faced a decision of scaling up, in house, to gain the resources required to manage the environment properly—which required an investment of upwards to US$1 million dollars and almost a year to build the necessary skill set. Evaluating whether building in-house expertise would have delivered value to the organization as a whole, the company decided to move its JD Edwards EnterpriseOne environment to Oracle application hosting specialist WTS, now part of Velocity Technology Solutions.

A short time later, the company announced plans to move the headquarters of its European operations from Geneva, Switzerland, to London, England, and decided to pursue a hosted ERP strategy for its European JD Edwards EnterpriseOne instance, as well.

In 2010, the company upgraded to Oracle’s JD Edwards EnterpriseOne 9.0 and migrated from WTS to Oracle’s On Demand managed cloud services. It also migrated its internally run Oracle’s Hyperion environment to Oracle’s hosted environment in 2011.

Challenges and Solution

Take-Two Interactive Software has gained several important benefits from Oracle’s managed cloud services, including a more stable IT environment. Previously, the company’s ERP system experienced issues on a weekly basis. Now outages are extremely rare, with availability exceeding 99.9%. The company rests assured that the system is maintained by JD Edwards EnterpriseOne experts, with timely patching and management. In addition, upgrades are timely and seamless.
With Oracle’s managed cloud services, Take-Two Interactive Software receives high-quality service and can eliminate the internal burden of managing its ERP environment, ultimately enabling the IT team to focus on other business priorities. By making the move to a hosted environment, Take-Two Interactive Software’s IT team has reallocated headcount to focus on business analysis, and can drive forward other projects that add value to the organization.

For example, the company was able to consolidate its distribution environments in the United States and Canada, and drove efficiencies in staffing and resources around order and customer service management, since it no longer had to devote significant resources and focus on day-to-day management of its ERP environment.

Further, using the managed cloud services delivered by Oracle Cloud Services, Take-Two Interactive Software has laid a foundation and has a project underway for achieving a single instance of JD Edwards EnterpriseOne across global operations.

Oracle Cloud Services has also delivered significant value to the company’s Hyperion environment. For example, when it migrated data from its Microsoft SQL Server Database to Oracle Database for transitioning the Hyperion environment to Oracle’s managed cloud services, Take-Two Interactive Software encountered several challenges. Oracle Cloud Services worked side-by-side with Oracle development and application teams to make the databases work together. As a result, Oracle demonstrated that its various teams can come together to achieve a common goal.
TMEIC Corporation Deploys Oracle Cloud Services to Support Global Operations with Improved Engineering Project Visibility

“Oracle E-Business Suite On Demand delivered an ERP solution that is cost-effective and flexible, meeting the needs of our growing organization.”
— John Slaski, Director, Information Technology, TMEIC Corporation

TMEIC Corporation designs and develops advanced automation and drive systems for industrial applications, specializing in serving the metals, oil and gas, mining, and material handling industries as well as utilities and other industrial markets. TMEIC Corporation, which has employees on five continents, has operations in Spain, Turkey, the United Kingdom, the United States, and a wholly-owned subsidiary in India.

The company had relied on a legacy enterprise resource planning (ERP) environment that it used when it was part of a larger parent organization. As the system was designed specifically for a manufacturing-based business as opposed to an engineering-focused organization, TMEIC Corporation found it difficult to gain visibility into all aspects of its projects—including scheduling, expenses, and staff time. The company needed timely access to essential information from applications across the enterprise—but trying to manage inconsistent data from separate systems was hindering its business performance.

**Challenges**

- Deploy an ERP system that meets the needs of an engineering-focused, project-based technology company, as opposed to a manufacturing-focused organization
- Gain greater visibility into project costs to enable more accurate pricing and billing for the company’s specialized and customized automation and drive systems
- Deploy a CRM system that enables groups across the globe to better coordinate sales activities with customers and provides expanded reporting capabilities
- Gain the agility and insight required to support moves into new regions and segments, such as material handling in ports
- Continue to provide employees with “big-company” applications—that include multi-language and multi-country functionality—to which they had been accustomed when the company was part of a larger organization
- Control IT management costs

**Solutions**

- Deployed Oracle E-Business Suite On Demand to create a highly available, scalable, and reliable IT infrastructure to support the company’s global operations
- Provided visibility into all aspects of project management—including costs and expenses—to ensure on-time and on-budget delivery of engineering-based automation and drive projects
- Gained the ability to accurately determine profit margins on each project and identify potential roadblocks—like schedule or budget slippage—in advance to avoid overruns and delays
• Equipped TMEIC Corporation to keep track of a multi-national workforce, for whom the company has to manage diverse benefits, such as those for U.S. residents, third-party nationals, and others

• Enabled the company to close its monthly financial books in just half a day

• Expanded visibility into the company’s financial and human resources operations, driving more informed decisions, and laid the groundwork to deploy recruiting and talent management functionality in the future

• Deployed Oracle CRM On Demand, replacing its existing CRM tool, to improve day-to-day sales reporting as well as help the company produce merged sales reports across regions, which it was not able to do with its legacy system

• Gained the ability to more accurately forecast the sales pipeline and probabilities, and collaborate more efficiently with sales teams and partners around the world

• Provided management with greater visibility across markets and channels through improved reporting

• Gained a cost-effective, flexible solution that enabled the company to maintain streamlined operations while driving growth into new business sectors, such as material handling in ports

• Used Oracle Beehive and Oracle E-Business Suite On Demand to quickly and cost-effectively roll out the robust collaboration capabilities as well as sophisticated enterprise applications to which TMEIC employees had been accustomed when they were part of a larger parent organization

• Ensured timely IT management and freed internal IT resources to focus on organizational priorities, such as developing quoting and pricing systems tailored to the company’s unique market which sells specialized equipment and services for steel mills, ports, oil and gas production, mining, and other industrial clients.

• Reduced IT management costs by 30% per year and ensured predictability with a hosted solution
Toshiba America Nuclear Energy Corporation (TANE) Re-engineers Business Processes and Deploys Cloud-Based Enterprise Application Infrastructure in Months

"Oracle’s JD Edwards EnterpriseOne applications hosted by Oracle Managed Cloud Services gives us a robust and highly available enterprise application platform on which we can grow rapidly. We have confidence knowing that Oracle can provide the infrastructure we need, when we need it, freeing us from significant capital investment."

— Ted Pichalski, Director, Information, Technology, Toshiba America Nuclear Energy Corporation (TANE)

Toshiba America Nuclear Energy Corporation (TANE), established in 2008, is the subsidiary of Toshiba that promotes advanced boiling water reactor (ABWR) nuclear plant design, engineering, project control, and construction planning, primarily in North America. TANE also provides operations and maintenance support for existing boiling water reactor (BWR) nuclear power plants in North America.

Initially, the Toshiba operating division used manual, spreadsheet-based systems to manage its business processes, including accounting and financial reporting. The company knew for future growth it needed to roll out a more formal and validated enterprise resource planning (ERP) environment to standardize and accelerate processes, extend visibility across the enterprise, allow for scalability, and ensure compliance with Sarbanes-Oxley segregation of duty requirements.

TANE chose Oracle’s JD Edwards EnterpriseOne as its ERP platform and selected Oracle Managed Cloud Services to host the environment.

In choosing a hosting partner, the company compared Oracle Managed Cloud Services costs and capabilities to those of Toshiba’s shared services environment, which runs Oracle E-Business Suite.

With JD Edwards EnterpriseOne hosted by Oracle Managed Cloud Services, TANE gained a robust, cost-effective, and highly available enterprise application foundation that will support the company’s growth.

Challenges

- Implement an ERP system to automate and integrate core business processes, and provide controls that enable TANE to consistently and accurately record financial data
- Ensure a cost-effective solution for the new enterprise, enabling it to apply additional capital to priorities that are central to the company's core nuclear power engineering, construction, and management business
- Deploy an ERP system that provides high levels of security as well as segregation of duty capabilities required for Sarbanes-Oxley compliance
- Provide 24/7 support for business-critical systems, a challenge for the new company’s small IT team. Deploy the new environment rapidly to support ramped up business activities
Solutions

- Selected JD Edwards EnterpriseOne On Demand applications hosted by Oracle Managed Cloud Services as the company’s ERP foundation, gaining a robust, secure, and cost-effective infrastructure-supported 24/7-on which to grow the Toshiba nuclear engineering and construction subsidiary.

- Selected Oracle Managed Cloud Services over Toshiba’s internal shared services center, which had core expertise in Oracle E-Business Suite applications, as opposed to JD Edwards EnterpriseOne solutions.

- Gained access to deep JD Edwards EnterpriseOne expertise from the company that develops the applications.

- Ensured secure, encrypted connectivity to an SAS 70 certified data center as well as disaster recovery capabilities to protect TANE’s intellectual property, including information on its nuclear power plant customers and projects.

- Introduced best practices for financial management, procurement, job costing and billing, and more to optimize return on investment, replacing manual business processes that were effort-intensive and disjointed and prevented enterprise visibility.

- Eliminated the need for capital investment in IT infrastructure and accelerated time to deployment with a managed cloud services approach.

- Went live in seven months, taking a full month to conduct business-process engineering to optimize benefits of the company’s new enterprise applications.

- Provisioned the first JD Edwards EnterpriseOne environment in just three weeks.

- Gained the ability to close financial books in just two days versus one-and-a-half-weeks with the legacy system.

- Chose JD Edwards EnterpriseOne applications as the company’s ERP foundation over competing suites, since JDE is an engineering and construction industry standard with a core capability with strengths in project costing and integration with Primavera.

- Benefitted from intrinsic security built into JD Edwards EnterpriseOne applications, which enable TANE to set segregation of duties controls out of the box without the need for separate management software.

- Leveraged the MyOracle Change Management program, which provides a controlled production environment, to further streamline compliance with regulatory requirements, such as Sarbanes-Oxley.

- Benefitted from the solution’s value-added service following the 2011 Japan earthquake, when Oracle Managed Cloud Services delivered additional resources to help the company keep in-house IT operations up and running during a critical time when many TANE employees went to Japan to provide support for damaged nuclear power facilities.
Why Oracle

TANE selected Oracle Managed Cloud Services to host its JD Edwards EnterpriseOne applications for several reasons, according to said Ted Pichalski, director, information, technology, Toshiba America Nuclear Energy Corporation.

“We had four proposals from implementation providers, and every one of them recommended Oracle Managed Cloud Services for our JD Edwards EnterpriseOne deployment. Who better to run and manage the applications than the company that develops them? We can streamline support and maximize our access to the experts,” Pichalski said. “We also needed to go live quickly, and discovered that no one could provision the environment faster than Oracle Managed Cloud Services.”

Implementation Process

TANE established a six-month implementation timeline. It provisioned the first environment in just three weeks, and went live in seven months. The company extended the timeline to work with Oracle Consulting on business-process engineering, which would optimize return on the company’s ERP investment.

The implementation team included representatives from TANE, Oracle Managed Cloud Services, Oracle Consulting, and Infosys Limited. Several factors contributed the initiative’s success, including participation of the Oracle Managed Cloud Services dedicated service delivery manager in twice-weekly project meetings. The dedicated service delivery manager helped to expedite service and educate the team.

Partner

Infosys Limited provided development expertise and configuration support for the implementation, with its team acting as an extension of TANE’s staff.

“Most consultants want to work Monday through Thursday. The Infosys team was on site Monday through Friday each week and was even available on weekends. In addition to their dedication, the consultants’ strong knowledge of JD Edwards EnterpriseOne and the nuclear energy construction and management industry positioned us to get the most from our JD Edwards EnterpriseOne applications. The combination of Infosys and Oracle Consulting delivered the best possible expertise to our project,” Pichalski said.
Welch’s Foods Inc. Gains 24/7 IT Support, Ensures High Availability, and Cuts Costs Using Managed Cloud Services

“Oracle Managed Cloud Services provided us with a cost-effective and flexible option to manage our Oracle E-Business Suite and Demantra environments, ultimately enabling us to ensure 24/7 availability and high performance for our manufacturing operations.”
— Mukesh Sharma, Senior Manager, IT, Database and Enterprise Resource Planning Infrastructure, Welch’s Foods Inc.

Welch’s Foods Inc. is the processing and marketing subsidiary of the National Grape Cooperative. Welch’s is owned by 1,150 family-farmers across America and in Ontario, Canada, who comprise this cooperative and grow the healthy Concord grapes used in Welch’s juices and other grape-based products. Welch’s is committed to research and development that will meet the growing demand for products that address consumers’ health and nutrition needs. Welch’s products are sold throughout the United States and in approximately 50 countries around the globe.

Welch’s runs its increasingly 24/7 business on Oracle E-Business Suite and Oracle’s Demantra applications. Focused on ensuring high levels of availability for an expanding footprint while optimizing in-house IT team resources, the company looked to Oracle Managed Cloud Services to manage its business-critical Oracle applications.

Working with Oracle Managed Cloud Services, Welch’s has adopted a process-driven approach to IT management that ensures seamless rollouts and continuous improvement. The organization also ensures high levels of availability and is supporting its environment with just 1.5 full-time employees (FTEs) versus 5 to 6 FTEs if it were to manage the applications in-house—resulting in a savings of more than 50% for IT staffing costs.

Challenges

• Enable the agricultural cooperative to manage an expanding enterprise and business application footprint without expanding the IT budget
• Ensure that the company’s enterprise resource planning (ERP) and demand management environments—on which it relies to manage its core business processes, including human resources (HR), financial management, manufacturing of its juices and products, as well as a complex agricultural supply chain and product demand—is expertly managed to ensure high availability and performance
• Make better decisions regarding product mix, production, and marketing—matching the company’s product offerings to emerging dietary trends and consumer demand

Solutions

• Selected Oracle’s managed cloud services to manage Welch’s Oracle E-Business Suite environment as well as its Oracle’s Demantra solutions to ensure high-levels of availability and performance for the company’s 24/7 food product manufacturing operations
• Enabled Welch’s to manage an extensive business application environment without significantly increasing the internal support staff
• Implemented a process-driven approach to IT management in which the team is continually working to improve processes and reapply lessons learned to streamline future rollouts and reduce costs

• Ensured consistently smooth, glitch-free roll-outs of new modules—delivering new environments without negative impact 99% of the time

• Gained 24/7 access to Oracle product, support, and software management experts who can help solve problems and introduce new product capabilities, enabling Welch’s internal IT team to focus on other high-value activities, such as the company’s data center relocation

• Ensured the right mix of IT management professionals, all expertly skilled in Oracle, freeing the organization from recruiting and managing the staff, as well as keeping them updated on Oracle products

• Gained greater insight and agility by using Oracle’s Demantra applications and Oracle Business Intelligence Applications that enable adapting product development, mix, production, and marketing techniques to match changing consumer tastes

Why Oracle

“Oracle’s managed cloud services enables us to keep the lights on. Without it, we would have a very difficult time delivering the continuous improvements that our team needs. We are now able to focus internally on new projects and deliveries, including moving our data center and office to a new location. Overall, we can do more with the same or less budget and resources, which is a huge value for us,” said Mukesh Sharma, senior manager, IT, database and enterprise resource planning infrastructure, Welch’s Foods Inc.

Implementation Process

Welch’s began its ERP implementation journey in 2004. Shortly into the implementation cycle, the company decided to seek assistance with the project load, and soon, thereafter, began its relationship with Oracle’s managed cloud services to provide critical IT management support.

In 2006, Welch’s completed the second phase of its ERP implementation, at which point its business needs changed from requiring 9 a.m. to 5 p.m. support to 24/7 support. Changes in its business service level agreement requirements made Welch’s look toward strategic sourcing, which yielded a closer relationship with Oracle Managed Cloud Services.

“Together, as a team, we have gone through multiple transformations over the years. We continuously look for ways to improve how we do things, as our business continuously asks us to do more with the same or fewer resources. With Oracle, we have always found ways to innovate and continue working toward adding value to Oracle’s offerings as well as our business,” Sharma said.
“Today, the Oracle Managed Cloud Services team provides 24/7 support, managing all of our critical Oracle environments, 365 days a year. They are always there when any part of our business needs their help. This model has enabled us to scale our team based on business requirements, which provides us with a great deal of balance in planning for projects and resource requirements,” Sharma said.
Whirlwind Steel Buildings, Inc. Cuts Inventory Carrying Costs and Ensures Fiscal Precision with Cloud-Based Enterprise Resource Planning

“Oracle E-Business Suite On Demand, delivered through Oracle Managed Cloud Services, has dramatically improved the efficiency, control, and profitability of our complex, engineer-to-order metal building projects. We’ve experienced tangible financial results with this implementation.”
— Ty Sturdivant, President, Whirlwind Steel Buildings, Inc.

Whirlwind Steel Buildings, Inc. is one of the largest manufacturers of pre-engineered metal buildings and metal building components for the agricultural, commercial, governmental, industrial, institutional, residential, and self-storage markets. Founded in 1955, Whirlwind’s diverse product lineup includes metal building systems, metal building components, and the recently added solar energy systems division. The company, focused on quality, innovation, and value, has manufacturing facilities in Texas, Oklahoma, Minnesota, and Georgia.

Whirlwind’s enterprise resource planning (ERP) system consisted of a number of home-grown systems, making it difficult to properly track costs and production—which is essential in the price-competitive, pre-engineered-structure market. As important, the company needed to accurately track inventory to reduce carrying costs that have a direct impact on the bottom line. Whirlwind also wanted to accurately track all labor costs incurred for each project and to reduce expenses through enhanced accounting procedures and lower borrowing costs.

After reviewing a number of ERP systems, Whirlwind Steel Buildings implemented Oracle E-Business Suite On Demand, delivered through Oracle Managed Cloud Services. With Oracle E-Business Suite On Demand serving as the foundation for its ERP system, the company can acquire more information regarding customer demand, deliveries, and manufacturing. Specifically, Whirlwind Steel Buildings improved inventory management and reduced inventory carrying costs. In addition, the new system enabled cost tracking for more than 1,000 projects annually, helping to proactively identify any projects in danger of going over budget. Further, by hosting Oracle E-Business Suite in the Oracle cloud, the company has reduced IT costs and ensured 24-hour support.

Whirlwind Steel Buildings receives constant system updates from Oracle and Oracle Partner SmartDog services.

Challenges

• Improve inventory management to reduce inventory carrying costs—which have a direct impact on the bottom line and include as much as US$25 million worth of steel—and ensure prompt delivery of pre-engineered structures

• Monitor financial figures more closely, meet stringent, construction-industry reporting requirements, and reduce costs through more accurate accounting procedures

• Track all labor costs incurred for each project—such as manufacturing pre-engineered steel commercial, residential, and government buildings—accurately

• Ensure low maintenance costs, continuous availability, and efficient system upgrades

Oracle Customer:
Whirlwind Steel Buildings, Inc.
Houston, Texas
www.whirlwindsteel.com

Industry:
Industrial Manufacturing

Annual Revenue:
$100 to $500 Million

Employees:
250

Oracle Products & Services:
• Oracle Financials On Demand
• Oracle Project Management On Demand
• Oracle Order Management On Demand
• Oracle Discrete Manufacturing On Demand

Oracle Partner:
SmartDog Services
www.smartdogservices.com
Solutions

- Implemented Oracle E-Business Suite On Demand to optimize inventory tracking, helping to reduce inventory carrying costs
- Created project templates to support the unique needs for 80 users and each line of business, including agricultural, commercial, industrial, residential, and recreational operations
- Enabled tracking of all costs for more than 1,000 engineering and fabrication projects each year, facilitating identification and management of projects in danger of going over budget or missing deadlines
- Monitored contract labor costs more effectively by allocating a standard project or task number for engineering and contract labor, to enable the system to automatically account for the cost of contractor’s return
- Enhanced freight cost accounting and tracking—for more than 75,000 metric tons of steel building products shipped each year—with automatic data transfers from Oracle Financials to Oracle Projects
- Improved efficiency by automatically populating project and task numbers in complex orders—many with 500 to 600 lines
- Maintained adherence to generally accepted accounting principles in the construction industry, which vary from conventional requirements, while enabling Whirlwind to obtain credit at competitive rates to maintain and grow its position in the marketplace, even in challenging economic times
- Used Oracle Managed Cloud Services to host the new ERP solution, enabling Whirlwind to maintain minimal, in-house IT staff while ensuring almost 100% availability, 24 hour support, and world-class maintenance

Partner

As Whirlwind Steel Buildings does not have any in-house Oracle support, it works with Oracle Partner SmartDog Services to ensure efficient system maintenance and upgrades when necessary, as well as to run query reports.
Whitbread plc Boosts Global Growth with a “Build-Once, Deploy–Everywhere” Hosted Financial Solution

“Oracle’s managed cloud services helps us capitalize on growth opportunities globally with a low-cost, easy to manage, best-of-breed financial management solution that can be replicated for all joint venture initiatives and local partnerships.”

— Bob Wilde, Head of International Systems, Whitbread plc

Whitbread plc, the United Kingdom’s largest hotel and restaurant group, serves 11 million customers each month at its 2,000 outlets. The company’s key brands include Premier Inn—the U.K.’s largest hotel chain with 48,310 rooms—and Costa Coffee—one of the country’s biggest coffee shop businesses, with 1,375 stores. Whitbread’s strategy is to grow shareholder value by doubling in size over five years through equity, joint ventures, and partnerships in the United Kingdom and overseas.

Whitbread needed to develop and rapidly deploy a scalable, affordable, best-practice financial management system, while eliminating the need for a large, up-front technology investment. The company wanted to roll out new joint ventures globally as part of its “Whitbread out of the box” strategy. In addition, Whitbread wanted to minimize start-up overhead for joint venture partners by building a world-class financial solution that is cost neutral.

Whitbread commissioned Oracle Consulting to create a global, replicable financial management blueprint using Oracle’s managed cloud services—and applications, such as Oracle Financials On Demand, Oracle Procurement On Demand, and Oracle Purchasing On Demand. Oracle’s expertise, commitment, and flexibility enabled Whitbread to deploy a solution in 12 months and go-live for each new venture within four months. With the implementation, Whitbread acquired robust and accurate financial data to support business decision-making. The company can now better analyze profitability at a property location and country levels, and understand key metrics—such as labor, food, drink margins, and utility costs—to support its business growth decisions.

To ensure consistent global support and service levels while gaining the scalability to manage growth in user numbers, Whitbread outsourced its solution management to Oracle’s managed cloud services. By outsourcing solution management, Whitbread benefitted from predictable per-user costs without needing an upfront investment, reducing cost of ownership for its financial solutions by 20% over eight years.

Challenges

Whitbread plc chose Oracle’s managed cloud services—such as Oracle Financials, Oracle Procurement, and Oracle Purchasing—to realize predictable, per-user costs without the need for upfront investment. The solutions also enable Whitbread to optimize system performance through regular upgrades, refreshes, and patch downloads.

Whitbread used Oracle Consulting’s expertise and extensive overseas resources to further reduce costs. In addition, Oracle’s flexibility enabled Whitbread to build a template capable of meeting statutory financial requirements for countries as diverse as India, China, and the Middle East with minimal customization.
“Oracle’s managed cloud services are highly reliable and easy to maintain and support. We now have absolute confidence in our infrastructure, back up, and patching. The new system also simplifies user implementation in new markets, enabling us to deliver consistent service internationally,” said Bob Wilde, head of international systems, Whitbread plc.
MANAGED CLOUD SERVICES E-BUSINESS SUITE RELEASE 12 CUSTOMERS
Genworth Financial Inc. Uses Cloud-Based Applications for Highly Flexible, Available, and Secure Global Financial Business Infrastructure

“We have a tremendous level of comfort and assurance with Oracle E-Business Suite applications hosted via Oracle Managed Cloud Services. We know that our enterprise applications, including global financial systems, will be available 24/7 and maintained by the experts who build them. And, we benefit from the power of Oracle’s engineered systems running our environment.”

— JP Raffenot, Director of IT/Applications, Genworth Financial Inc.

Genworth Financial Inc. is a Fortune 500, global financial services company with more than US$100 billion in assets, 15 million customers, and approximately 6,000 employees in more than 25 countries. Its products and services include annuities and insurance coverage for life, long-term care, mortgage, and lifestyle protection.

Challenges

• Create a robust, integrated, and highly scalable global enterprise application infrastructure—including procure-to-pay and human resources (HR) systems—in preparation for an initial public offering
• Enable quick adoption of an IT infrastructure and ensure stability and reliability to support a global financial services organization
• Allow internal IT team to focus on innovative projects supporting new financial services offerings and customer-facing applications rather than on IT management—optimizing resource use
• Ensure IT flexibility to speed time to market for new insurance, mortgage, and annuities products and services
• Establish a single chart of accounts on a unified platform to ensure timely visibility into the company’s financial position
• Provide efficient and effective HR management support to a global workforce, including learning opportunities and competitive compensation plans, while ensuring streamlined compliance with corporate and local regulatory requirements

Solutions

• Deployed Oracle E-Business Suite via Oracle Managed Cloud Services to ensure a highly available and scalable enterprise application environment to support the newly independent company
• Benefitted from Oracle Managed Cloud Services’ expertise for business-critical applications’ peak performance, including the company’s financial and human resources systems
• Enabled quickly ramping up environments for new projects and performance testing—in days or weeks instead of months—accelerating time to market for new financial services offerings
• Provided flexibility and expertise for seamless upgrades
• Ensured a highly secure and controlled IT environment as well as the disaster recovery capabilities needed to ensure business continuity across the global financial services organization

• Freed IT team members from routine maintenance to focus on strategic initiatives that drive the business forward, such as building IT solutions to support new financial services offerings

• Streamlined and ensured business continuity during hardware and software upgrades with Oracle Managed Cloud Services

• Ensured seamlessly integration of applications hosted by Oracle Managed Cloud Services with other on-premise and hosted systems

• Upgraded Oracle HR applications to Release 12.1.2, on time, within budget, and with overall user satisfaction, and with plans to upgrade Oracle Financials as well

• Enabled the company to quickly establish a single, procure-to-pay system as well as one chart of accounts for the global company, supporting transparency, control, and accountability

• Created a secure financial system of record that supports timely and accurate monthly and quarterly reporting

• Deployed flexible and scalable Oracle HR applications to effectively support the needs of a global financial workforce

• Enhanced performance development and review processes while maintaining low operational costs

• Leveraged Oracle Compensation Workbench flexibility to optimize salary, merit, bonus, and equity planning—helping to meet the company’s business needs with few customizations

• Deployed Oracle Learning Management Managed Cloud Service to offer approximately 3,000 training courses, which cover such topics as general business practices, selling financial services, and understanding financial products

Why Oracle

“Oracle E-Business Suite running through Oracle Managed Cloud Services provides a compelling value proposition for Genworth Financial,” said JP Raffenot, director of IT/applications, Genworth Financial Inc. “It allows us to take advantage of industry-leading enterprise applications and gain the expertise of Oracle managing the applications on Oracle technology.”

Implementation Process

Genworth Financial rolled out Oracle E-Business Suite in several phases.
One of the first initiatives was to create the procure-to-pay environment and general ledger for the company’s global mortgage business. It then expanded the system to its US mortgage operations, US life insurance, and international and corporate headquarters.

The company later upgraded its Oracle HR applications to Release 12.1.2 and plans to upgrade its financial applications in the near future.
London Borough of Havering Targets Saving US$23.5 Million in Five Years with Move to Managed Cloud Services

“Our transformation has enabled us to save money in back-office functions and protect crucial front-facing services for residents. At the same time, we freed up time for our organizations, so they can respond to residents’ needs more effectively. We could not have achieved so much in such a short time without the support, professionalism, and dedication of Oracle Cloud Services.”

— Andrew Blake-Herbert, Group Director of Finance and Commerce, London Borough of Havering

London Borough of Havering is the third-largest borough in Greater London, with a population of 220,000 and an area covering 27,742 acres, of which almost half is green space. Its administrative authority is Havering Council, which provides education, housing, waste management, transportation, leisure facilities, and many other services to the borough’s residents and visitors.

In 2010, Havering Council needed to find a way to reduce expenditures by US$24.5 million annually to compensate for an annual 7.1% reduction in funding received from the Department of Communities and Local Government. This reduction was part of a national program of central government spending cuts designed to reduce the United Kingdom’s structural deficit by US$7.8 billion each year until 2015.

In a bid to preserve funding levels for vital front-line services, such as social care and children’s services, Havering Council looked for ways to cut back-office administrative costs. It reviewed its IT footprint and identified major opportunities to rationalize its software applications and supporting infrastructure. These opportunities were incorporated into Havering 2014, a four-year transformation strategy that aims to increase efficiency and eliminate unnecessary expenses across all of the council’s services.

As part of the program, the council chose to move its core applications for finance, human resources (HR), payroll, and procurement from its own premises to an on-demand model, managed and delivered by Oracle Cloud Services. This move involved consolidating Havering Council’s legacy, heterogeneous applications onto a single instance of Oracle E-Business Suite Release 12.1. The council projects that resulting efficiencies will result in saving US$23.5 million over five years—representing a fourfold return on the project’s cost of US$4.7 million and a significant contribution to Havering’s overall savings target.

Challenges

• Save US$24.5 million every year through 2014 to compensate for reduced central government funding for local government organizations as mandated in the treasury’s 2010 comprehensive spending review
• Preserve funding for front-line services, such as social care, child protection, housing, and public transport, by reducing back-office administrative and IT infrastructure costs
• Improve financial decision-making by extending visibility into Havering Council’s financial position, including cash flow
• Reduce routine administrative work enable employees to focus on delivering better service to citizens and businesses
• Create a solid, cost-effective IT foundation for future implementations of new, cost-saving, self-service applications for employee recruitment and supplier management
• Complete the back-office transformation quickly to capitalize on lowered costs and gained efficiencies as early as possible

Solutions
• Realized US$23.5 million in savings over five years by replacing disparate legacy systems, including existing Oracle E-Business Suite modules, custom applications, and a third-party HR system with a single, integrated instance of Oracle E-Business Suite Release 12.1 delivered in a managed cloud services model
• Saved US$2.3 million in the first year by decommissioning internally managed applications, middleware, databases, and hardware, and having the new Oracle E-Business Suite Release 12.1 environment managed entirely by Oracle Cloud Services in a private cloud based at Oracle’s data center
• Enabled managers to make better financial decisions regarding public service planning, budgeting, and cash flow management, by implementing Oracle Business Intelligence Suite, Enterprise Edition to produce financial status reports just days after each month’s end, rather than the several weeks required with the previous system
• Improved service by offering IT support from Oracle Cloud Services on a 24/7 basis to front-line employees, such as social workers who do not always work traditional office hours
• Reduced administrative workload by replacing cumbersome, paper-based processes with electronic processes—for example using Oracle Internet Expenses to enable employees to submit expense reports online with automatic routing to managers for approval
• Enabled rapid and effective adoption of Oracle E-Business Suite Release 12.1 applications by using Oracle User Productivity Kit to deliver standardized training to end-users
• Completed the migration to Oracle E-Business Suite Release 12.1 On Demand in just 10 months, leveraging the expertise, dedication, and client focus of Oracle Cloud Services professionals

Why Oracle
Carl Collins McCarthy, program manager for internal shared services at Havering Council, was already a fan of Oracle Cloud Services, having been a customer in a previous role with the United Kingdom Environment Agency. He was convinced of Oracle Cloud Services’ ability to significantly reduce costs by removing the need to install, manage, and support a complex software and hardware infrastructure, internally.

Oracle Cloud Services also offered 24/7 support to all users as a standard, an improvement over the legacy environment that provided IT support only during office hours.
It also provided the reassurance of Oracle experts managing a stack of Oracle software and hardware, with all of the associated best practices, governance processes, and performance-enhancing tuning.

“We are very happy with Oracle Cloud Services. Its outstanding service and robust governance, processes, and controls make it well worth the investment,” said Carl Collins McCarthy, program manager, internal shared services and Oracle competency center, London Borough of Havering.
McGrath RentCorp Improves Business Reporting and Analytics Capabilities with Cloud-based Business Intelligence Solution

“With Oracle Business Intelligence Enterprise Edition On Demand and Oracle Business Intelligence Applications On Demand, we have created the foundation for a one-stop-shop for all business intelligence and reporting—paving the way for greater insight into operations and profitability that will drive future growth.”
— Tiffany Smith, Applications Manager, McGrath RentCorp

McGrath RentCorp is a diversified business-to-business rental company. It rents and sells mobile modular buildings, electronic test equipment, and liquid and solid containment tanks and boxes, primarily in the United States and Canada. Through its business units: Mobile Modular, TRS-RenTelco, Adler Tanks, and Enviroplex, the company serves a broad spectrum of industries, including the telecommunications, construction, education, petrochemical, and environmental sectors.

To support future growth and facilitate Sarbanes-Oxley compliance, McGrath RentCorp selected Oracle E-Business Suite Release 12.1, delivered through Oracle Managed Cloud Services as the company’s first integrated enterprise resource planning (ERP) environment. As part of that initiative, the company also wanted to expand and modernize its business intelligence (BI) capabilities, and it worked to create a new BI and data warehouse roadmap. McGrath RentCorp selected Oracle Business Intelligence Enterprise Edition On Demand and Oracle Business Intelligence Applications On Demand as the anchor, replacing a number of stand-alone and spreadsheet-based reporting systems.

The company worked with Jade Global, an Oracle Platinum Partner, to scope, design, and execute the deployment, using its Oracle Accelerate for Midsize Companies solution to jumpstart the process and accelerate the time to value. It chose Oracle Managed Cloud Services to ensure high availability, predictable IT costs, and expert support from the company that develops the applications and the technology infrastructure—while freeing internal IT resources to focus on future strategic initiatives.

Going live on Oracle Business Intelligence in mid-2012, McGrath RentCorp is already experiencing important benefits. For example, it is gaining new insight into revenue and gross profit on rental sales and services, as well as each division’s spend. The company plans to continue rolling out its expanded BI capabilities across its various operating companies.

**Challenges**

- Gain expanded insight into key performance indicators (KPIs) across the company’s diverse operating units, which range from groups that provide electronic testing equipment to those providing modular classroom and containment tank rentals and related services
- Give line-of-business managers and sales personnel on-demand access to information about equipment and building rental sales, procurement spend, and other business metrics, without IT team support to drive rapid and informed decisions
- Create a highly flexible and scalable BI environment that can evolve with the organization and its requirements
- Roll out the BI environment rapidly to accelerate return on investment

**Oracle Customer:**
McGrath RentCorp
Livermore, California
www.mgrc.com

**Industry:**
Professional Services

**Annual Revenue:**
$100 to $500 Million

**Employees:**
800

**Oracle Products & Services:**
- Oracle Business Intelligence Enterprise Edition On Demand
- Oracle Business Intelligence Applications On Demand
- Oracle Financial Analytics
- Oracle Procurement and Spend Analytics
- Oracle E-Business Suite Release 12.1
- Oracle Financials On Demand
- Oracle Human Resources On Demand
- Oracle Advanced Collections On Demand
- Oracle Procurement On Demand
- Oracle E-Business Suite User Productivity Kit
- Oracle Accelerate for Midsize Companies

**Oracle Partner:**
Jade Global
www.jadeglobal.com
Solutions

• Selected Oracle Business Intelligence Enterprise Edition On Demand and Oracle Business Intelligence Applications On Demand as the foundation for a robust, user-friendly, and highly flexible, BI environment that, even in early deployment, is delivering expanded insight into finance, sales, procurement, and other KPIs

• Enabled line-of-business managers, from finance, sales, and other areas, to track and analyze critical KPIs, such as building and equipment rental sales, services sales, gross profit, first month rental revenue, average contract term, and average actual term to enable more informed decisions

• Increased visibility into each division’s spend as well as factors that drive revenue and costs, and equipped the company to ultimately gain visibility into the complete procure-to-pay process, enterprisewide

• Enabled sales team members to access and drill down into customer aging and sales data from their mobile devices, keeping them informed, driving more productive customer meetings, and facilitating rental and service fee collection

• Chose Oracle E-Business Suite Release 12.1 delivered via Oracle Managed Cloud Services as the company’s first integrated ERP environment

• Benefitted from prebuilt integration with the company’s Oracle E-Business Suite environment and the ability to easily leverage data from third-party applications to accelerate time to value

• Integrated data from legacy systems to provide a comprehensive, companywide invoice-aging view

• Provided a flexible, easy-to-use system that enables business users to create and produce reports without IT team support, putting important business information into their hands faster

• Created a foundation for a one-stop reporting environment that spans each of the company’s diverse operating divisions

• Hosted the ERP and BI environments with Oracle Managed Cloud Services, ensuring high availability, predictable IT costs, expert support from the company that develops the application and technology infrastructure, proactive 24/7 monitoring, and expert change/release management—while freeing internal IT resources to focus on future strategic initiatives

Why Oracle

The selection of Oracle Business Intelligence On Demand and Oracle Business Intelligence Applications On Demand followed closely on the heels of the company’s Oracle E-Business Suite Release 12.1 On Demand selection.
“We wanted a tier-one ERP vendor and considered a few options. The tipping point for Oracle E-Business Suite was Oracle E-Business Suite Lease and Finance Management, which was a perfect fit for our business. We then selected Oracle Business Intelligence for its robust capabilities, flexibility, user-friendliness, native integration to Oracle E-Business Suite, as well as its ability to easily integrate data from third-party vendors,” said Tiffany Smith, applications manager, McGrath RentCorp.

Partner
McGrath RentCorp worked closely with Jade Global throughout its BI implementation. The Oracle partner provided strong program management and facilitated coordination between the McGrath RentCorp and Oracle teams. Jade Global was also instrumental in helping McGrath RentCorp to define its objectives, conduct gap analysis, and identify the data feeds that it would need to pull into the system. It then executed on those requirements. Jade Global used its Oracle Accelerate for Midsize Companies solution to jumpstart the implementation and reduce risk, leveraging methodologies and templates that accelerated the deployment and set up the company for early success. Jade Global also provided training and extensive knowledge transfer to the McGrath RentCorp team.

“A BI project can be a complex undertaking, and Oracle Business Intelligence is a robust solution. Jade Global did a fantastic job of helping us to get up to speed quickly, secure quick wins, and position us to take full advantage of this powerful business tool, using its Oracle Accelerate implementation methodology,” Smith said.
Michael Baker Corporation Upgrades Enterprise Applications in the Cloud to Reduce Risk, Accelerate Deployment, and Save More than US$1 Million, Annually

“Conducting the upgrade to Oracle E-Business Suite 12.1 On Demand—in the Oracle Managed Cloud Services environment—delivered several important benefits. We significantly reduced risk, accelerated the upgrade process, and cut costs. As important, we freed resources that we can now direct to our core competencies—engineering and construction projects—instead of to managing our ERP environment.”

— Jeremy Gill, Chief Information Officer, Michael Baker Corporation

Michael Baker Corporation, founded in 1940, provides professional engineering and consulting services for public and private sector clients worldwide. The company serves clients in the architecture, aviation, defense, environmental, homeland security, public sector, oil and gas, utilities, and transportation industries. Its services span the complete lifecycle of infrastructure and managed asset projects, including planning, design, construction services, asset management, and asset renewal. Engineering News-Record consistently ranks Michael Baker among the top 10% of the 500 largest US design firms.

Challenges

• Upgrade the company’s Oracle E-Business Suite environment quickly and with minimal risk
• Improve ability to rapidly onboard new engineering and design firms following acquisitions—including integrating them into Michael Baker’s Oracle E-Business Suite environment—to support the company’s growth strategy and accelerate time to value
• Provide a diverse, widespread engineering and project management workforce with updated enterprise resource planning (ERP) capabilities to improve efficiency, productivity, and collaboration
• Enable the company to better focus IT resources on initiatives that support core competencies—engineering and construction projects—as opposed to on ERP environment upgrades and management
• Avoid hardware investment and IT management requirements—including the cost of additional IT professionals—associated with in-house upgrades and expanded on-premise deployments

Solutions

• Upgraded to Oracle E-Business Suite Release 12.1.1 On Demand to provide 3,200 users, worldwide, with enhanced capabilities to efficiently manage core business processes, including construction project reporting, budgets, and work breakdown structures
• Conducted the upgrade in the Oracle Managed Cloud Services environment, which includes extensive Oracle E-Business Suite upgrade expertise—reducing risk and completing the project in fewer than six months to support the company’s acquisition strategy
• Gained the ability to integrate new companies into the ERP environment in as few as six-to-nine months, speeding return on acquisition investment

• Avoided significant hardware investment and IT management costs, including the need for additional IT human resources, associated with an on-premise implementation and upgrade—saving Michael Baker more than US$1 million annually

• Maintained a lean, five-person IT team during the upgrade, avoiding the time and costs associated with staffing up for the initiative

• Ensured timely ERP system maintenance and tuning as well as high performance with Oracle Managed Cloud Services, enabling the IT team to focus on driving and supporting business innovation for the global engineering and design firm

• Implemented standard business practices across business lines—including those serving federal, state and local areas in addition to groups focused on specific commercial activities—for more than 3,200 employees in over 100 offices

• Eliminated unnecessary application customizations, thanks to new Oracle E-Business Suite 12.1.1 functionality, such as subledger accounting and multi-entity capabilities, as well as the addition of Oracle E-Business Tax

• Deployed a single global instance across the global enterprise, enabling international business lines to work with subledgers and easily accommodate multiple currencies

• Improved Sarbanes-Oxley reporting capabilities thanks to Oracle E-Business Suite documentation capabilities, data integrity controls, and user controls

Why Oracle

Oracle has been a strategic partner to Michael Baker Corporation for more than 10 years. “We’ve looked in the market space, but continue to come back to Oracle for the value it brings to the table. Oracle has access to the whole stack, whether it’s hardware or software, and can handle any issue,” said Jeremy Gill, chief information officer, Michael Baker Corporation.

“Oracle Managed Cloud Services provides the knowledge and technical expertise that is key to running our ERP environment—and it can do so with minimal guidance, which makes it a whole lot easier and cost-effective for us,” Gill said.

Implementation Process

Michael Baker Corporation worked with Oracle to complete the upgrade to Oracle E-Business Suite 12.1 in fewer than six months.

“Instead of trying to do an in-place upgrade, we stood up [put into production] a new environment with an updated database for Oracle E-Business Suite Release 12.1,” said Russell Hemwall, director of ERP, Michael Baker. “We migrated to the new version, and we had the old one as a fail-safe system in case we encountered any problems. This approach significantly mitigated our upgrade risks.”
Minerals Technologies Inc. Provides Decision-Makers with Better Analytics and Standardizes Processes with Upgraded, Cloud-Based Global Enterprise Application Suite

“With Oracle Managed Cloud Services, we gained a hassle-free enterprise system that meets the needs of our complex, global business. With Oracle E-Business Suite Release 12.1, our users around the world have timely, accurate data to drive smart business decisions.”

— Khem Balkaran, Chief Information Officer and Head of Global Business Services, Minerals Technologies Inc.

Minerals Technologies Inc. is a resource- and technology-based company that develops, produces, and markets a broad range of specialty mineral, mineral-based, and synthetic mineral products and related systems and services. The company’s Specialty Minerals segment produces and sells the synthetic mineral product precipitated calcium carbonate (PCC) and the processed mineral product quicklime (lime), and mines, processes, and sells other natural mineral products, primarily limestone and talc. This segment’s products are primarily used in the paper, building materials, paint and coatings, glass, ceramic, polymer, food, and pharmaceutical industries. The company’s Refractories segment produces and markets monolithic and shaped refractory materials and specialty products, services, and application equipment primarily used by the steel, nonferrous metal, and glass industries.

By developing and introducing technologically advanced, new products, Minerals Technologies has been able to anticipate and satisfy changing customer requirements, and to create market opportunities through new product development and product application innovations.

Challenges

• Provide global visibility into all financial, manufacturing, and logistics data across two business segments, 25 countries, and 60 manufacturing plants, worldwide, for the specialty materials provider

• Minimize IT complexity, as well as time and money spent on maintenance, support, and administration

• Tighten turnaround time for external and internal reporting to facilitate faster decision-making

• Support the company as it continues to rapidly expand worldwide to meet the needs of its paper and steel industry customers

Solutions

• Improved business agility and enabled the company to expand quickly in new geographies by running a single instance of Oracle E-Business Suite Release 12.1 to help standardize global operations for greater efficiency

• Reduced IT support requirements and improved system reliability by hosting the application suite on Oracle Managed Cloud Services
• Reduced the time needed to close the month-end books from nine days to three days

• Used Oracle Financials to streamline the record-to-report process, enabling the company to frequently review transactions for a more efficient closing process, rather than waiting until month-end

• Provided visibility into cash requirements and payment terms to enable more effectively managing suppliers’ payment terms and compliance levels

• Enabled the company to view each customer’s shipping history individually, automate the cash collection process, and manage customer relationships more proactively

• Provided the ability to generate weekly, rather than monthly, sales reports—offering better insight into deals and pending sales to enable management to make more effective planning decisions

• Implemented Oracle Enterprise Asset Management to more effectively track product warranties and material inventory, as well as improve the ability to schedule proactive equipment maintenance as needed across all 60 plants, worldwide

• Supported a complex process manufacturing system with recipe-based manufacturing capabilities that help the company manage costing for inherently variable chemical products

• Supported order volume of nearly 1,200 shipments or transfers (for on-premise manufacturing) per month

• Improved integration between Oracle E-Business Suite and Oracle’s Siebel Customer Relationship Management and provided stronger support for mobile technology with the upgrade to Oracle E-Business Suite Release 12.1

• Benefited from a dedicated Oracle service delivery manager and seamless access to Oracle expertise, all of which simplifies internal system support efforts

Why Oracle
Minerals Technologies implemented Oracle E-Business Suite Release 12.1 on Oracle Managed Cloud Services because it wanted to focus on how it leveraged the application suite to improve its business processes, rather than focus on managing hardware, security, and system performance.

“Oracle is a true partner and is the best in the business. With Oracle E-Business Suite Release 12.1 and Oracle Managed Cloud Services, we have insight into every aspect of our business and can truly focus on leveraging the value of the technology across our global processes, instead of managing the technology itself.”

Implementation Process
Minerals Technologies first implemented Oracle E-Business Suite in 2003 in the United States. From 2005 to 2008, it rolled the application suite out to its other geographies.
In 2012, Minerals Technologies upgraded to Oracle E-Business Suite Release 12.1, completing the nine-month project on time. During the migration cycle, the Oracle team worked around the clock to support multiple trial migrations and subsequent troubleshooting. The team also migrated a number of localizations to support Minerals Technologies’ multinational business.
Simply Market Reduces IT Costs with Automated Financial Management

“Oracle enabled us to review and automate our key accounting processes, in compliance with the Polish tax system. The Oracle Managed Cloud Services model frees us from technical limitations for our operations and guarantees a disaster recovery plan suitable for our business challenges. We look forward to rolling out the platform to our other European branches.”
— Pascal Fénart, IT Systems Manager, Simply Market

Simply Market, a French supermarket brand founded in 2005, is a subsidiary of the Auchan Group, an international retail group with a market presence in 12 countries. With its new supermarket food discount concept for high-quality, fresh products at low cost, SimplyMarket has a retail presence in five European countries. The chain includes 759 stores directly operated by Auchan Group and 1,653 supermarkets operated as franchises. The grocery chain is currently experiencing high growth in eastern and central Europe, particularly in Poland.

Challenges

• Replace an end-of-life accounting solution that did not provide the scalability and functionality, such as automated banking reconciliation, to support the growing regional supermarket group
• Build a new core model dedicated to financials that the company can easily deploy across the retailer’s European grocery stores and operations, minimizing technological and applications-specific developments
• Extend existing investments in Oracle Financial Solution within the parent wholesale distribution company, Auchan
• Review and automate core accounting processes, such as client and industrial-supplier invoicing, bank reconciliation, and asset management to increase productivity
• Deploy a hosted solution to optimize the use of internal IT resources for other strategic initiatives

Solutions

• Deployed with Oracle Partners Sopra and Exorigo, Oracle E-Business Suite Release 12 On Demand, hosted by Oracle Managed Cloud Services, for Simply Market’s operations in Poland, creating a solid foundation for a new financial management system within the retailer’s European grocery stores and re-engineering and automating its accounting processes
• Automated key accounting management processes for the company’s clients, industrial suppliers, and organic grocery products suppliers, as well as banking reconciliation processes, enabling faster clearance of pending payables and receivables
• Enhanced productivity for accounting, the treasurer, and financial staff, enabling value-added management tasks, thanks to Oracle E-Business Suite Release 12 process automation
• Optimized financial and accounting data quality and met strict Polish accounting and tax system regulations, via Oracle Financials On Demand
• Freed internal IT team members for other strategic projects, thanks to Oracle Managed Cloud Services

• Ensured 24/6 system operation and 99.9% application availability—which are important in the retail sector—thanks to Oracle Managed Cloud Services’ high-performance environment and disaster recovery capabilities

• Created a scalable platform that can easily roll out to the company’s other stores and operations across Europe, including Russia

Why Oracle

Oracle has been Auchan Group’s strategic choice for IT infrastructure for more than 10 years. “Oracle E-Business Suite provides the services and functionality our users expect. And, with Oracle Managed Cloud Services, we can ensure high availability for our financial applications while freeing our IT team to focus on other priorities” said Pascal Fénart, chief information officer, ATAC AuchanSuper.
SMART Technologies ULC Cuts Annual Costs for Hardware and IT Support and Ensures More Than 99.9% Application Availability by Migrating to the Cloud

“Oracle Managed Cloud Services has delivered value on many different levels. We have expanded our Oracle footprint and achieved greater than 99.9% availability while significantly reducing onsite IT investment, support costs, and burden. As important, Oracle Managed Cloud Services provides world-class helpdesk support, best practice expertise, and access to product development that enable us to get the most from our investment.”
— Vijay Virmani, Manager, Enterprise Applications, SMART Technologies ULC

SMART Technologies ULC develops innovative products and business solutions that help professionals and students in education, higher education, business, government, and military organizations to discover newer ways of learning and working through collaboration and sharing ideas. The company created the world’s first interactive whiteboard in 1991, the world’s first interactive learning center for early education in 2008, and the world’s first large-format interactive flat panel in 2012. More than 2.3 million SMART Board® interactive whiteboards have been installed globally in education, business, and government settings.

SMART Technologies focuses on driving innovation in its core technologies. To achieve this goal and make the most of its resources, it often relies on outside support services. The company runs a broad Oracle footprint that includes 18 Oracle E-Business Suite Release 12 modules, Oracle Business Intelligence Enterprise Edition, Oracle’s Agile product lifecycle management applications, and Oracle Hyperion enterprise performance management solutions.

As the company continued to grow, its Oracle E-Business Suite environment, running on premise, became unstable. Looking to improve application performance and take advantage of new Oracle E-Business Suite Release 12 functionality, SMART Technologies migrated its applications to the cloud with Oracle Managed Cloud Services.

Since moving its enterprise applications to Oracle’s cloud and leveraging Oracle Managed Cloud Services, the company has achieved greater than 99.9% availability for its business critical applications—exceeding its service level agreement. It is also cutting expenses related to hardware investment and refresh.

SMART Technologies is working with Oracle Managed Cloud Services to optimize its Oracle investment. In addition to receiving the world-class benefits of Oracle Managed Cloud Services computer and administration services, SMART Technologies is taking advantage of the vast skill set of the Oracle Managed Cloud Services Functional Service Desk team for functional incident resolution, problem management, and enhancements to optimize use of the Oracle applications. SMART Technologies relies on the functional service team’s expertise for customizations, extensions, modifications, localizations, and integration support to enhance the use of Oracle applications. In addition, SMART Technologies is working with this team on process-specific enhancements related to Agile product lifecycle management and Hyperion Financial Management applications.
The Oracle Managed Cloud Services’ functional services team has acted as a central point for interaction with Oracle product support and product development for application enhancements, which have helped SMART Technologies to increase operational efficiency. In addition, the group has introduced several process improvements—such as inventory clean-up, electronic funds transfer payment implementation, configurations related to Oracle iRecruitment, and bills of material process re-engineering—that have helped SMART Technologies to eliminate redundant processes and improve IT governance. SMART Technologies also is benefitting from application documentation and other process improvement resources that Oracle Managed Cloud Services publishes on its own, specific SMART Technologies knowledge management portal.

To effectively manage the expanded Oracle footprint in house, SMART Technology estimated that it would have required a number of additional highly skilled IT professionals. Now, the company has access to a team of Oracle professionals who are experts in the products they support and has a direct line to product development. The company can also focus its IT professionals on strategic priorities as opposed to routine maintenance.

As an Oracle Managed Cloud Services client, SMART Technologies benefits from using processes based on world-class, Information Technology Infrastructure Library practices for operational change management, problem management incident management, capacity management, security management, release management, and service level management. SMART Technologies is also benefitting from improved disaster recovery capabilities. Oracle Managed Cloud Services delivers robust and redundant solutions for preventing, detecting, and recovering from unplanned outages to ensure business continuity across the global technology company.